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1 2 3	SHEPPARD, MULLIN, RICHTER & HAMPTON LLP A Limited Liability Partnership Including Professional Corporations NEIL A.F. POPOVIĆ, Cal. Bar No. 132403 ANNA S. McLEAN, Cal. Bar No. 142233		
4	TENAYA RODEWALD, Cal. Bar No. 248563 LIÊN H. PAYNE, Cal. Bar No. 291569 JOY O. SIU, Cal. Bar. No. 307610		
5	Four Embarcadero Center, 17 th Floor San Francisco, California 94111-4109		
6	Telephone: 415.434.9100 Facsimile: 415.434.3947		
7	Email: npopovic@sheppardmullin.com		
8	amclean@sheppardmullin.com trodewald@sheppardmullin.com		
9	lpayne@sheppardmullin.com		
10	Attorneys for Defendant SEAGATE TECHNOLOGY, LLC		
11			
12	UNITED STATES DISTRICT COURT		
13	NORTHERN DISTRICT OF CALIFORNIA		
14	SAN FRANCISCO DIVISION		
15			
16	IN RE SEAGATE TECHNOLOGY, LLC Case No. 3:16-cv-00523 JCS LITIGATION		
17	DECLARATION OF ITAMAR		
18	SIMONSON, Ph.D. IN SUPPORT OF CONSOLIDATED ACTION SEAGATE TECHNOLOGY LLC'S OPPOSITION TO PLAINTIFFS'		
19	MOTION FOR CLASS CERTIFICATION		
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22	REDACTED VERSION OF DOCUMENT SOUGHT TO BE SEALED		
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- I, Itamar Simonson, Ph.D., hereby declare as follows:
- 1. I am the Sebastian S. Kresge Professor of Marketing at the Graduate School of Business, Stanford University. A copy of my curriculum vitae, which includes a complete list of my publications, is attached as Exhibit A.
- 2. I hold a Ph.D. in Marketing from Duke University, Fuqua School of Business, a Master's degree in business administration (MBA) from the UCLA Graduate School of Management, and a Bachelor's degree from The Hebrew University with majors in Economics and Political Science.
- 3. I have received many awards, including (a) the award for the Best Article published in the Journal of Consumer Research (the major journal on consumer behavior) between 1987 and 1989; (b) The Ferber Award from the Association for Consumer Research, which is the largest association of consumer researchers in the world; (c) An Honorary Doctorate of the University of Paris – Sorbonne Universities; (d) the 1997 O'Dell Award, given for the *Journal of Marketing* Research (the major journal on marketing research issues) article that has had the greatest impact on the marketing field in the previous five years; (e) the 2001 O'Dell award (and a finalist for the O'Dell Award in 1995, 2002, 2004, 2005, 2007, 2008, and 2012); (f) the award for the Best Article published in the Journal of Public Policy & Marketing (the main journal on public policy and legal aspects of marketing) between 1993 and 1995; (g) the 2007 Society for Consumer Psychology Distinguished Scientific Achievement Award; (h) Elected Fellow of the Association for Consumer Research; (i) the 2002 American Marketing Association award for the Best Article in the area of services marketing; (j) the 2016 Association for Consumer Research Conference Best Paper Award, and (k) I was a winner in a competition dealing with research on the effectiveness of direct marketing programs, which was organized by the Direct Marketing Association and the Marketing Science Institute. In addition to these awards, my research has been widely cited by other researchers in the marketing, consumer behavior, and other fields, and

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¹ See, e.g., Profile of Itamar Simonson, Google Scholar, https://scholar.google.com/citations?view_op=search_authors&mauthors=itamar+simonson&hl=en&oi=ao (last visited Jan. 3, 2018).

my publication record has been ranked as one of the most prolific and influential.² My articles have also been relied upon by various courts.³

- 4. At Stanford University I have taught MBA and executive courses on Marketing Management, covering such topics as buyer behavior, developing marketing strategies, building brand equity, advertising, sales promotions, and retailing. This past Spring I taught an MBA course regarding "Applied Behavioral Economics." I also taught an MBA course on Marketing to Businesses and a course on High Technology Marketing. In addition to teaching MBA courses, I have guided and supervised numerous MBA student teams in their work on company and industry projects dealing with a variety of markets.
- 5. I have taught several doctoral courses. One doctoral course examines methods for conducting consumer research. It focuses on the various stages involved in a research project, including defining the problem to be investigated, selecting and developing the research approach, data collection and analysis, and deriving conclusions. A second doctoral course that I have taught focused on buyer behavior, covering such topics as buyer decision-making processes, influences on purchase decisions, and persuasion. A third doctoral course that I have taught deals with buyer decision-making. Prior to joining Stanford University, during the six years that I was on the faculty of the University of California at Berkeley, I taught an MBA Marketing Management course, a Ph.D. course on buyer behavior, and a Ph.D. course on buyer decision-making. I also taught in various executive education programs, including a program for marketing managers in high technology companies.
- 6. After completing my MBA studies and before starting the Ph.D. program, I worked for five years in a marketing capacity in a subsidiary of Motorola Inc., serving in the last two years

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² See, e.g., S. Seggie & D. Griffith, What does it take to get promoted in marketing academia? Understanding exceptional publication productivity in the leading marketing journals, J. of Marketing, 73, 122-132 (2009).

³ 4 J. Thomas McCarthy, McCarthy on Trademarks & Unfair Competition § 32:174 (2007); Simon Prop. Group L.P.

v. MySimon, Inc., 104 F. Supp. 2d 1033 (S.D. Ind. 2000); Malletier v. Dooney & Bourke, Inc., 525 F. Supp. 2d 558, 626 n.210 (S.D.N.Y. 2007); Kargo Global, Inc. v. Advance Magazine Publishers, Inc., No. 06 Civ. 550 (JFK), 2007 WL 258688 (S.D.N.Y. Aug. 6, 2007); THOIP v. The Walt Disney Co., No. 08 Civ. 6823, 690 F. Supp. 2d 218

⁽S.D.N.Y. 2010); *Starbucks Corp. v. Lundberg*, No. CV.02-948-HA, 2005 WL 6036699, at *3 (D. Or. May 25, 2005); *TCL Comm'n Tech. Holdings, Ltd. v. Telefonaktiebolaget LM Ericsson*, No. CV 15-2370 JVS (DFMx), 2017 WL 6611635, at *29 (C.D. Cal. Dec. 12, 2017).

as the product marketing manager for two-way communications products. My work included (a) defining new products and designing marketing plans for new product introductions, (b) customer and competitor surveys and analysis, and (c) sales forecasting.

- Thave conducted, supervised, or evaluated well over 2,000 marketing research studies, including many related to consumer behavior and information processing, branding, marketing strategies, and advertising-related issues. I have also studied topics related to the psychology and measurement of trademark infringement. For example, I co-authored a chapter on "Demand Effects in Likelihood of Confusion Surveys," in the ABA-published book entitled *Trademark and Deceptive Advertising Surveys*. I serve on eight editorial boards, including leading journals such as the Journal of Consumer Research, Journal of Marketing Research, and the Journal of Consumer Psychology. I am also a frequent reviewer of articles submitted to journals in other fields, such as psychology, decision-making, and economics. I received (twice) the Outstanding Reviewer Award from the *Journal of Consumer Research*. As a reviewer, I am asked to evaluate the research of scholars wishing to publish their articles in leading scholarly journals.
- 8. I have also worked as a consultant for companies and organizations on a variety of marketing and buyer behavior topics. And I have served as an expert in prior litigations involving various marketing and buyer behavior issues, class actions, trademark-related matters, false advertising, branding, and other areas. A list of cases in which I provided sworn testimony during the past four years is included in Exhibit B. I am being compensated at my standard rate of \$750 per hour. My compensation is not dependent on the opinions that I provide or the outcome of this litigation.
- 9. I was asked by counsel for Seagate Technology LLC ("Seagate") (a) to conduct a survey to determine the impact, if any, of presenting consumers with a data sheet, which describes the hard drive (HD) at issue as having an annualized failure rate (AFR) of less than 8% as opposed

⁴ Itamar Simonson & Ran Kivetz, American Bar Association, *Demand Effects in Likelihood of Confusion Surveys*, *Trademark and Deceptive Advertising Surveys* ch. 11 (Shari Diamond & Jerre Swann, eds., 2012).

to less than 1%,⁵ alongside other HD attributes, and (b) to evaluate Mr. Boedeker's report.⁶ After presenting a summary of my conclusions, I describe the survey that I designed and supervised followed by my evaluation of Mr. Boedeker's report. Documents that I reviewed in connection with my work in this case are listed in Exhibit C.

SUMMARY OF CONCLUSIONS

A Survey to Assess the Impact of AFR (Presented Alongside Other Product Features) on Purchase Intentions

- 10. The survey that I designed and supervised tested experimentally the impact of presenting to hard drive (HD) purchasers a data sheet like the one actually used by Seagate, but with the Annualized Failure Rate (AFR) increased from "Less than 1%" to "Less than 8%." Over 400 consumers participated in the survey. The survey used a standard experimental design that included a Test group that was contrasted with a Control group (similar to a Test versus a Placebo group in medical research). Aside from the AFR value, all other presented features were identical in the Test and Control descriptions of the tested hard drive.
- 11. The survey was particularly conservative (i.e., favorable to Plaintiffs' claims) because, unlike most purchasers (for example, brick-and-mortar store shoppers at places such as Best Buy, as well as many online shoppers at sites like Amazon) who were unlikely to search for the data sheet and were therefore not exposed to and influenced by the indicated AFR, all participants in my survey were shown the AFR as it could be seen on the product's data sheet. The data sheet was available for respondents to view again while answering the survey questions.

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⁶ After reviewing Mr. Boedeker's report and deposition testimony, it was unnecessary to analyze the impact of RAID representations as Mr. Boedeker concedes that RAID and NAS are "far less" valuable to respondents than AFR, and "when modelling false advertising with respect to AFR, RAID and NAS combined, the impact of RAID and NAS is small" such that "the incremental impact of RAID and NAS on economic losses falls within the bounds of the confidence interval for economic losses related to AFR." Boedeker Declaration, p. 145 at Figure 20 and 158; Boedeker Depo. at 284: 11-21 ("My study actually showed that a RAID NAS feature . . . actually was not very important and the numbers showed it.") Stated another way, Mr. Boedeker concludes that the incremental effect RAID and NAS representations in connection with AFR falls within the margin of error for AFR alone such that it cannot be said RAID and NAS are material to customers' purchasing decisions. *Id.* ¶ Accordingly, my analysis focuses on explaining the deficiencies in his report with regard to AFR.

- 12. To assess the impact of a higher AFR value (while also considering other features that actual buyers were exposed to), respondents were asked to indicate the likelihood of buying the presented HD. The question employed the standard intention-to-buy scale. Respondents were also asked to explain their answers. The final two survey questions asked respondents about the uses of their HDs as well as their purchase criteria when deciding which HD they wish to buy.
- 13. The survey results showed that those who considered the higher AFR were not less (or more) likely to buy the product. As their explanations further showed, their main focus was on other attributes such as capacity, ease of use, size, and brand. The survey results also showed a great diversity of HD uses and purchase criteria.

AN EVALUATION OF MR. BOEDEKER'S REPORT

- 14. Mr. Boedeker (Report, page 5) described his assignment as developing an economic loss model estimating the "class-wide damages to purchasers of Seagate products with the alleged misstatements." I evaluated this "model" based on basic principles and accepted standards regarding consumer decision-making and the manner in which consumer studies should be conducted; that is, I examined whether the Boedeker "economic model" and conjoint study were reliable and capable of informing us about the alleged damages.
- 15. As explained in this report, Mr. Boedeker's "choice-based-conjoint" study suffered from numerous systematic biases and is therefore incapable of providing any reliable estimate of the alleged harm, if any, to Seagate HD purchasers. Furthermore, the "economic model" is a removed- from-reality theoretical "equilibrium" that is based on an irrelevant theory that has no bearing or relevance to actual consumer decisions and feature valuations in reality.
- 16. Participants in Mr. Boedeker's "choice-based-conjoint" study were asked to make a series of choices among partially-described, hypothetical HDs. The attributes/features on which the presented options differed were limited to warranty, connectivity/portability, and AFR (price was included presumably in order to allow Mr. Boedeker to assign dollar values to specific AFR differences). All other attributes, including key attributes such as capacity, software, ease of use, and brand name, were ignored or "held constant." Furthermore, AFR was the one dimension on

which the presented options displayed by far the greatest variability - between "less than 1%" and "50%."

- 17. This study design largely predetermined that AFR would be found to be extremely valuable, and it thus represents a fatal flaw of the Boedeker Survey that by itself made it unreliable. That is, by leading respondents to make choices based primarily on AFR and a couple of other features while ignoring the many other attributes of HDs, the reported "harm" due to differences on the AFR dimension offers no relevant information regarding any alleged harm in reality. Choice-based-conjoint studies, particularly studies like Boedeker's that unrealistically limit the number of attributes respondents are able to consider, have been excluded or given little weight by courts for precisely that reason; those decisions recognized that such a removed-from-reality study can at best provide information about the value of the selected attributes *relative to each other*, but cannot inform us about the *absolute dollar value* of any feature.⁷
- 18. Inexplicably, Mr. Boedeker attempted to defend his study design (during his deposition) by suggesting that it made no difference whether purchasers of the HDs at issue were ever exposed to or considered the AFR that appeared in any data sheet. In other words, according to his view, no matter what AFR information was presented to consumers and whether they chose to disregard the AFR and base their decisions on other attributes such as capacity, ease of use, and brand, it is Mr. Boedeker's view that they must have suffered harm because the market price somehow reflects the value of the AFR representation regardless of whether any consumers saw or relied on it (Boedeker deposition transcript, at 128:5-142:1). This makes no sense.
 - 19. The Boedeker study suffered from other major flaws, including:
- a. The study further inflated the produced AFR value by artificially extending the range of AFR values from 1% to 50%; he "supported" the 50% extreme value based on a report of a cloud-storage company (i.e., not the type of consumer at issue in this case), which had misused the (consumer-oriented) HD.

⁷ See, e.g., Visteon Glob. Techs., Inc. v. Garmin Int'l, Inc., 10-CV-10578, 2016 WL 5956325, at *6 (E.D. Mich. Oct. 14, 2016); Apple, Inc. v. Samsung Electronics Co., Ltd., 2014 WL 976898 at *11-16 (N.D. Cal. 2014); Oracle America Inc. v. Google Inc., 2012 WL 850705, at *9-12 (N.D. Cal. Mar. 13, 2012), all discussed infra at ¶¶ 53-55.

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- b. Mr. Boedeker's claim that his study produced estimates representing consumers' values and willingness-to-pay (WTP) for certain AFR differences is contradicted by what is known about consumer values and preferences; more generally, there is no support or evidence that any consumer has ever actually paid for an attribute/feature the WTP produced by a study like the one relied upon by Mr. Boedeker.
- c. Contrary to his pilot study (which had its own flaws and relied on an arbitrary selection of attributes), 8 the conjoint study on which Mr. Boedeker relied effectively excluded (i.e., held constant) the attribute (capacity) found to be the most important and inexplicably replaced "reliability" with AFR (ignoring the fact that, according to the actual product's data sheet, AFR was one of seven attributes listed under "Reliability/Data integrity").
- d. The study suffered from severe "demand effects" (as explained below), whereby respondents were expected to make their choices based largely on the highlighted features (i.e., those few that differentiated the presented options), especially the wide-ranging AFR values.
- As indicated, the conjoint design omitted key attributes, such as capacity, e. ease of use, software, and brand name.
- f. Contrary to basic principles of any experiment, the Boedeker study failed to include any control.
- Mr. Boedeker failed to report or explain the frequency of illogical choices g. whereby inattentive respondents chose an option that was clearly inferior relative to other options.
 - h. The Boedeker Survey's results were not validated.
- 20. In conclusion, (a) Mr. Boedeker's "theoretical economic model" on which his analysis is based is inconsistent with what the research shows about consumer preferences and decision-making, and (b) Mr. Boedeker's conjoint exercise was fatally flawed, with its design largely predetermining its reported findings.

⁸ Mr. Boedeker ran what he called a "pre-test" before the conjoint study, in which the term "reliability" was used instead of "AFR," and other attributes in some cases differed from those included in the conjoint. Mr. Boedeker testified that he "did not know the exact genesis or evolution" of the attributes selected by his staff for the pre-test. (Boedeker Depo. at 267-68).

SURVEY OVERVIEW

21. The survey that I prepared, supervised, and analyzed was designed in a way that allowed respondents to evaluate the complete information available to buyers of the HDs at issue, who were exposed to the product's data sheet if they sought it out on Seagate's or a third-party seller's website. Consumers who bought these HDs without considering the data sheet were highly unlikely to see and be influenced by the AFR, which would include virtually all shoppers in brick-and-mortar stores.

- 22. By presenting respondents the data sheet, the survey allowed respondents to review the entire data sheet as it might be seen in reality and decide for themselves about their purchase criteria and preferences. As explained below, although the main part of my survey corrected the biases and basic flaws of Mr. Boedeker's methodology (discussed subsequently), I kept for the most part his definition of the respondent universe and the survey screening criteria.
- 23. A primary objective of the survey I designed was to determine whether and to what extent prospective purchasers of the hard drive at issue consider and are influenced by the presented AFR figure (within a conceivable range). Thus, although most real shoppers were unlikely to be exposed to the AFR and only those who visited the Seagate's or a third-party seller's website and looked for the data sheet might have seen the AFR, all survey respondents were shown the data sheet with the AFR (which was one of the seven features listed under "Reliability/Data integrity," as in the real Seagate data sheet).
- 24. Consistent with standard experimental design, the respondents were randomly assigned to a Test group or a Control group, which only differed with respect to the presented AFR rate: "< 1%" versus "< 8%". The survey was also designed to assess the dis/similarity among purchasers of Seagate HDs with respect to their HD uses and purchase criteria.
- 25. A standard methodology for predicting and explaining consumers' purchase decisions involves measuring their intentions to perform a behavior such as buying a service or product, followed by an explanation.⁹ That is, stated intentions to buy a new product or service

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⁹ See, e.g., Linda Jamieson & Frank Bass, Adjusting Stated Intentions Behavior to Predict Trial Purchase of New Products: A Comparison of Models and Methods, Journal of Marketing Research, Vol. XXVI at 336-45 (1989).

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27 28 stated intentions in order to predict consumer behavior were originally derived from the "Theory of Planned Behavior," which accounts for the relation between intentions and behavior. ¹⁰ The most commonly used intention measure is a 5-point scale, including: "Definitely will buy," "Probably will buy," "May or may not buy," "Probably will not buy," and "Definitely will not buy."11 As indicated, my survey employed this standard approach for estimating the impact on HD purchase intentions of replacing the "Less than 1%" AFR with "Less than 8%." 26. The survey followed the standards with respect to such issues as asking nonleading

- questions, preventing response order effects, and survey validation. The survey also followed the "double-blind" standard – neither the respondents nor the online panel to which they belong knew the purpose of the study or the identity of its sponsor. Similarly, those who coded the open-ended responses did not know the purpose of the study or the identity of its sponsor.
- 27. Exhibit D presents the entire questionnaire, before it was programmed. Exhibits E1 and E2 present the screenshots of the entire study as seen by respondents. Exhibits G1 and G2 present the data sheets shown to respondents (the first page was identical in both versions).

SURVEY METHODOLOGY

The Survey Universe and Screening Criteria

- 28. As indicated, I decided to maintain the main screening criteria used by Mr. Boedeker, so any differences in estimates of the impact of AFR are not due to the different survey universe. Specifically, the screening questions (and related information provided in the screening phase) included the following:
 - a. The same explanation as in the Boedeker Survey of external and internal

hard drive:

¹⁰ For a review, see, e.g., Icek Ajzen, The Theory of Planned Behavior, Organizational Behavior and Human Decision Processes, 50, 179-211 (1991).

¹¹ This measurement scale has been discussed in various marketing research textbooks and journal articles; see, e.g., William Zikmund, Exploring Marketing Research, 368-369 (3d ed. 1989).

1	"External Hard-drive:
2	An external hard-drive is a portable storage device that can be attached to a
3	computer through a USB or other cable connection, or wirelessly. External hard drives typically
4	have high storage capacities and are often used to back up computers or serve as a network drive.
5	Internal Hard-drive:
6	An internal hard-drive is a storage device located inside a computer system.
7	Although the computer you purchase has one or more hard-drives initially, it is possible to
8	purchase one or more additional hard-drives later and have them installed inside the computer or
9	the NAS (Network Attached Storage) after your initial purchase.
10	b. Have you purchased an external or internal hard-drive in the past six years?
11	Please count hard drives that were part of a Network Attached Storage (NAS) device but do not
12	count hard drives that were pre-installed or part of a computer package that you bought. [YES,
13	NO, Don't Know/Not Sure]
14	c. Considering any hard-drive(s) that you purchased during the past six years,
15	please indicate the following: (Select one response) [I Made the decision; I was involved but not
16	the primary decision maker; I was not involved; Don't know/Not sure]
17	d. Please select the one statement that best applies for any hard-drive(s) that
18	you purchased in the past six years.
19	I purchased an external or internal hard-drive(Select <u>one</u> response)
20	1: For business use only [Not Allowed to Continue]
21	2: For personal, non-business use only
22	3: For personal and business use
23	4: Don't know/ Not sure [Not Allowed to Continue]
24	e. Which of the following hard-drive brand(s) have you purchased in the past
25	six years? (Select all that apply)
26	1: Seagate [CONTINUE]
27	2: Western Digital (WD) [CONTINUE]

1	3: HGST, or its predecessors Hitachi Global Storage Technologies or
2	Hitachi
3	4: Toshiba [CONTINUE]
4	5: Other (please specify):
5	6: Don't know/ Not sure [SINGLE RESPONSE]
6	f. What capacity external or internal hard-drive(s) did you purchase in the past
7	six years? (Select all that apply)
8	1: 1 TB
9	2: 2 TB
10	3: 3 TB
11	4: 4 TB
12	5: 5 TB
13	6: Other
14	7: Don't know / Not sure [SINGLE RESPONSE]
15	g. What year was your most recent purchase of an external or internal hard
16	drive which was 1 to 5 TB capacity? (Select one response)
17	1: 2017
18	2: 2016
19	3: 2015
20	4: 2014
21	5: 2013
22	6: 2012
23	7: 2011
24	8: Don't remember exact year but was within past 6 years
25	9: Other
26	29. To allow for validation of interviews, respondents were asked to provide
27	information (including telephone number) needed for subsequent validation, consistent with the
28	highest survey implementation standards. Those (relatively few) who refused to provide their
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c	contact inform	mation were allowed to participate, assuming they were qualified participants. As
e	explained bel	low, an independent research firm later conducted a validation survey in which those
V	who provided	d their contact information were asked questions designed to validate their survey
p	participation.	
<u>1</u>	MAIN QUE	STIONNAIRE
	30.	Respondents were randomly assigned to the Test group (AFR = $<1\%$) or the
	Control group	p (AFR = $<$ 8%). They were given the following instructions:
		• First, for each question, if you don't know or don't have an answer, please don't guess, just indicate that you "don't know" or "don't have an answer" by typing in the words "don't know" and it will go on to the next question. Also, you should complete this survey without stopping in the middle, and please make sure not to consult anyone and not open another browser while working on this survey.
		• Please review the following product data sheets as you would if you were actually considering buying a hard-drive. Make sure to review all the product information, specs, and any other information. First, please review the information on this first product data sheet. You may need to scroll down to see the entire page. When you are done, click on the >> at the bottom of the page to continue.
		• Now, please review the information on this second product data sheet. You may need to scroll down to see the entire page. When you are done, click on the >> at the bottom of the page to continue.
		• You can go back and review again the product data sheets you saw by clicking on the appropriate link at the bottom of each screen.
	31.	Next, respondents were asked about the likelihood of buying the hard drive (with
t	he order of r	esponse options counterbalanced across respondents to prevent any order effects):
	(QUE	<u>ESTION 250A)</u>

Assuming you were considering buying this type of hard-drive and the product costs approximately \$79.00, how likely or unlikely would you be to buy the hard-drive shown on the product data sheets you just saw? — Would you say that you would <u>Definitely buy it</u>, you would <u>Probably</u> buy it, you <u>May or May Not</u> buy it, you would <u>Probably Not</u> buy it? (Select <u>one</u> response)

"If you would like to view the FIRST product data sheet" again, please click here"

"If you would like to view the SECOND product data sheet" again, please click here"

- 1: Definitely buy it
- 2: Probably buy it
- 3: May or may not buy it

1	4: Probably <u>not</u> buy it 5: Definitely <u>not</u> buy it
2 3	(QUESTION 250B)
4 5	Assuming you were considering buying this type of hard-drive and the product costs approximately \$79.00, how likely or unlikely would you be to buy the hard-drive shown on the product data sheets you just saw? — Would you say that you would <u>Definitely not buy it</u> , you would <u>Probably not buy it</u> , you would <u>Probably not buy it</u> , or you would <u>Definitely buy it</u> ? (Select <u>one</u> response)
6	"If you would like to view the FIRST product data sheet" again, please click here"
7	"If you would like to view the SECOND product data sheet" again, please click here"
8 9 10	5: Definitely <u>not</u> buy it 4: Probably <u>not</u> buy it 3: May or may not buy it 2: Probably buy it 1: Definitely buy it
11	Followed by:
12 13	What makes you say that you would (INSERT ANSWER FROM Q250a/Q250b)? Please type your answer below. Please be specific and include details.
14	Any other reason that you would (INSERT ANSWER FROM Q250a/Q250b)? Please type your answer below. Please be specific and include details.
15	32. Next, respondents were asked about their HD uses and general purchase criteria:
16 17	In general, what have been the main uses of the hard-drive(s) you bought in the past six years? Please type your answer below. Please be specific and include details.
18	Any other hard-drive uses? Please type your answer below. Please be specific and include details.
19 20	In general, what features or characteristics of hard-drives do you consider most important when deciding which hard-drive to buy? Please type your answer below. Please be specific and include details.
21	Any other hard-drive features or characteristics that you consider important when deciding
22	which hard-drive to buy? Please type your answer below. Please be specific and include details.
23	Analysis and Validation
24	33. A total of 438 respondents completed the survey, between December 12 ^h and
25	December 17 th 2017. The study's implementation was managed and supervised by Target
26 ₂₇	Research Group, a highly experienced survey research firm. Consistent with common practice, a
28	total of seven respondents who completed the survey quickly (in less than three minutes) or took
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too long (over an hour) were removed from the sample (their data are available). As indicated, respondents were not required to provide their telephone numbers but had the option to do it for the purpose of validation. In fact, 384 of the 438 respondents who completed the interview did provide their telephone numbers. Accordingly, a validation telephone survey was conducted by an independent research firm, Field Solutions (located in Florida). The research firm was able to reach 346 of the 384 who provided their telephone numbers (90%), a validation rate that exceeds industry and litigation survey standards. One discrepancy was discovered. The final, tabulated sample includes 430 respondents.

SUMMARY OF KEY FINDINGS

- 34. The complete study results, including the coded open-ended responses, are summarized in Exhibit F. Exhibit H includes an Excel file that presents the coded answers of all respondents. The codebook, which can be used to identify the meaning of each code (in Exhibit H), is included in Exhibit I. Exhibit J presents the open-ended (verbatim) and closed-ended responses. In this section I will review key findings and discuss their implications (additional findings are included in Exhibits F, G, and I).
- 35. The Tables in Exhibit F include a summary of the results for both the closed-ended questions and the open-ended verbal explanations (such as tables summarizing answers to the question: "Why do you say that?"). In most cases, the listed coded (verbal) answers add up to more than 100% because individual respondents often mention multiple reasons that are assigned different codes.
- 36. The Impact of AFR on Purchase Intentions. Table 9 in Exhibit F presents the results pertaining to the impact of the AFR value on purchase likelihood. These results are reproduced below. Differences between the two groups of at least 10% are statistically significant.

<u>Likelihood of</u> <u>Buying</u>	<u>AFR <1%</u>	<u>AFR < 8%</u>
Definitely buy	22.9%	24.1%
Probably buy	46.3	39.2
May or may not buy	22.9	28.8%

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<u>Likelihood of</u> <u>Buying</u>	<u>AFR <1%</u>	<u>AFR < 8%</u>
Probably not buy	5.5%	3.8%
Definitely not buy	2.3%	4.2%
Total Respondents	n = 218	n = 212

- 37. As these results show, there were no significant differences in purchase intentions between the two groups. 12 That is, those shown the data sheet with AFR < 8% were as likely to buy the HD as those shown the product with AFR < 1%. Evidently, despite presenting all respondents with the AFR, consumers focused on other product attributes such as capacity and brand, and the AFR was not a significant driver of HD purchase decisions.
- 38. Tables 10 and 11 in Exhibit F present the respondents' reasons for their indicated purchase intention. Important response categories included, for example, capacity, cost, brand, and usefulness. Virtually no one (less than 1%), even among those less inclined to buy the product, mentioned the AFR in general or the AFR of < 8% in particular.

Uses and Purchase Criteria

- 39. Table 12 in Exhibit F presents the answers pertaining to the uses of the HD.

 Respondents mentioned a wide range of uses, such as video files, storing old files, and music files.
- 40. Table 13 in Exhibit F presents the answers pertaining to the general purchase criteria when buying HDs. Respondents mentioned a wide range of criteria, such as capacity (by far the most commonly mentioned decision factor), speed, convenience/ease of use, brand, and physical dimensions. Only 2.5% mentioned failure rate.

Conclusion

41. In conclusion, the survey results showed that those who considered the higher AFR of <8% were not less (or more) likely to buy the product. As their explanations further showed,

¹² By chance alone, one would expect some minor differences between any two groups. However, if the differences do not reach statistical significance (and on rare occasions, even if they do), one can conclude that the two groups are indistinguishable. The former is the case here.

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results also showed a great diversity of HD uses and purchase criteria.

AN EVALUATION OF THE BOEDEKER REPORT

their main focus was on other attributes such as capacity, ease of use, size, and brand. The survey

Introduction

42. Mr. Boedeker described his assignment as follows (Boedeker Report, p. 5):

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I have been retained by counsel for Plaintiffs to develop an economic loss model to quantify the damages, if any, suffered by the proposed class that are attributable to the purchase of a product that was not as presented and advertised to the consumers. Specifically, I have been retained to develop and perform an empirical study to assess the value that customers, who purchase Seagate Drives, place on the specific statements outlined in Paragraph 12.

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I have further been asked to use the results of the empirical study and other 16. data to develop an econometric/statistical model to quantify and estimate classwide damages to purchasers of Seagate products with the alleged misstatements due to not receiving benefits and features that they paid for and that they were led to believe the Seagate Drives possessed."

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> 43. Accordingly, one way to evaluate the Boedeker study and model is based on whether they met the stated objectives and produced reliable estimates of the alleged damages to

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purchasers of Seagate HDs at issue. In particular, I will examine whether the Boedeker Survey

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followed basic survey standards and whether the "model" approximates reality and reflects

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current research regarding the manner in which consumers form preferences and make decisions.

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To the extent that the Boedeker Survey suffered from specific biases and the model misrepresents reality, I will consider whether these biases and misrepresentations were likely to produce

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unreliable, systematically skewed conclusions.

consumer decision-making and survey research.

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many systematic biases and is therefore incapable of providing any reliable estimate of the alleged

As described in detail below, Mr. Boedeker's choice-based-conjoint suffered from

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harm, if any, to Seagate HD purchasers. Before examining the survey's many flaws and their

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implications, I begin with a brief overview of this conjoint survey and basic principles of

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45. Participants in Mr. Boedeker's "choice-based-conjoint" study were asked to make a series of choices among partially described, hypothetical HDs. The attributes/features on which

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the presented options differed were limited to warranty, connectivity/portability, and AFR. All other attributes were ignored or held constant.

- 46. The key attribute based on which respondents were asked to determine their choices was the AFR, which varied between "less than 1%" and "50%." Using the results of his study, Mr. Boedeker suggests that he could determine the absolute dollar value of any AFR difference within the 1%-50% range.
- 47. Before examining Mr. Boedeker's survey methodology and model in more detail, I briefly review some key principles of surveys and influences on consumer decision-making and their implications for the manner in which consumer values and preferences can/not be estimated. Understanding these principles is important, because they should guide the design of a consumer survey so as to enable it to be informative and not misleading regarding the behavior and decisions of consumers in reality.

Basic Principles of Surveys and Consumer Decision-Making and Research

48. As I have taught my students in MBA and doctoral courses, consumer preferences are often greatly influenced by the manner in which options and attributes are described, the choice context (i.e., the set of options being considered), and the manner in which preferences are elicited. The reason for these influences is that preferences and valuations tend to be ill-defined, malleable, and thus susceptible to seemingly irrational influences¹³. I have authored and published many articles demonstrating the sensitivity of measured values and preferences to the context of choice (i.e., the set of options presented to respondents/consumers), the description of available options and features, and the manner in which preferences are measured (or elicited). I currently teach at the Stanford Graduate School of Business an MBA course on the subject, titled "Applied Behavioral Economics" as well as a doctoral course titled "Behavioral Decision Making." The conclusions from my research and the research of other scholars in the decision-making field¹⁴

¹³ See, e.g., D. Kahneman & A. Tversky, *Choices, Values, and Frames* (2000); see also Itamar Simonson & Emanuel Rosen, *Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information* (2014).

¹⁴ For reviews, see, for example, Itamar Simonson, *Get Closer to Your Customers by Understanding How They Make*

Choices, 35 Cal. Mgmt. Rev. 68-84 (1993); Itamar Simonson, Shoppers' Easily Influenced Choices, N.Y. Times, at F11 (Nov. 6, 1994); James R. Bettman et al., Constructive Consumer Choice Processes, 25 J. Consumer Res. 187

have identified various influences on measured preferences. I next elaborate on some of the findings about consumer decision-making and survey principles that are specifically relevant to my evaluation below of the Boedeker study.

Focalism Bias and the Importance of Realistic Choices

- 49. It is well-established that a researcher can manipulate the measured importance of attributes by focusing respondents' attention on a subset of attributes while ignoring other attributes/features that consumers would normally consider in reality. Survey respondents tend to focus on whatever information is made salient in the context of the study and is thus the most prominent and appears most relevant (referred to as the "local context" 15), while often paying little or no attention to other options and attributes that are not prominent in the study (or are "held constant" across all options). For example, one of the important features to car buyers is likely to be how the car drives and its horsepower; if a survey ignores these (and other) important attributes while asking respondents about the importance of windshield wipers and heated seats, the survey results are likely to greatly inflate the actual impact and importance of the wipers and heated seats while implying that other (much more important) attributes can be disregarded.
- 50. The idea that a researcher can manipulate the measured importance of attributes by focusing respondents' attention on a subset of attributes while ignoring other attributes/features that consumers would normally consider is a well-known survey bias known as the "focalism

^{(1998);} Ravi Dhar & Itamar Simonson, *The Effect of Forced Choice on Choice*, 40 J. of Marketing Res., 146-60 (2003); Ran Kivetz & Itamar Simonson, *The Effect of Incomplete Information on Consumer Choice*, 37 J. of Marketing Res., 427-48 (2000); Stephen Nowlis & Itamar Simonson, *The Effect of New Product Features on Brand Choice*, 33 J. of Marketing Res. 36-46 (1996); Ziv Carmon & Itamar Simonson, *New Insights into the Prominence Effect*, 7 J. of Consumer Psychol. 323-343 (1998); Stephen Nowlis & Itamar Simonson, *Attribute–Task Compatibility as a Determinant of Consumer Preference Reversals*, 34 J. of Marketing Res. 205-218 (1997); Itamar Simonson & Amos Tversky, *Choice in Context: Tradeoff Contrast and Extremeness Aversion*, 29 J. of Marketing Res., 281-295 (1992); Eldar Shafir, Itamar Simonson, & Amos Tversky, *Reason-Based Choice*, 49 Cognition 11-36 (1993); Amos Tversky & Itamar Simonson, *Context-Dependent Preferences*, 39 Mgmt. Science 1179-1189 (1993); Max Bazerman & Don Moore, *Judgment in Managerial Decision Making* (8th ed. 2013).

¹⁵ See Itamar Simonson & Amos Tversky, Choice in Context: Tradeoff Contrast and Extremeness Aversion," 29 J. of Marketing Res., 281-295 (1992).

¹⁶ See, for example, Ravi Dhar & Steven J. Sherman, *The Effect of Common and Unique Features in Consumer Choice*, 23 J. of Consumer Res. 193-203 (1996); Itamar Simonson & Amos Tversky, *Choice in Context: Tradeoff Contrast and Extremeness Aversion*, 29 J. of Marketing Res. 281-295 (1992).

bias." By itself, focalism bias can produce highly unreliable and skewed estimates, which tend to greatly overestimate the impact of the singled-out (i.e., focal) aspects.

- 51. To understand this bias, we should take into consideration that in reality consumers' decisions regarding complex, multi-attribute products such as hard drives and smartphones are based on a combination of many features, some of which are more important than others. Trying to assess the importance of individual features in isolation, while ignoring many other features, tends to lead to biased results due to the "focalism bias." Specifically, singling-out one or a few features without simultaneously considering the other important features tends to greatly overstate the importance of the focal feature as compared to its impact (if any) on actual purchase decisions made in a real-life context. Focalism bias is general and applies to the measurement of the importance of any singled-out feature, not just product features. For example, Daniel Kahneman (a Nobel Prize winner) and his co-author showed that, due to focalism, people overestimate the impact of weather on happiness when they compare the happiness of people living in California and Ohio. Similarly, in the context of a removed-from-reality conjoint study, even a small and insignificant difference on a particular feature may loom large if consumers are asked about it and a few other features while ignoring most other attributes.
- 52. In general, participants in choice-based-conjoint studies make choices among different product configurations (or "profiles") that are supposed to mimic hypothetical choices that consumers might actually make. Although it is usually not practical to include all product attributes in these hypothetical configurations, the most important attributes should be explicitly included (i.e., varied across the considered options) in the presented configurations for findings that could potentially inform us about real consumer choices.
- 53. Recognizing the implications of focusing on a few features while ignoring other valued product attributes, courts have harshly criticized conjoint studies that focused on a few features while excluding from the study many of the most important drivers of real world decisions. For example, in *Visteon Glob. Techs., Inc. v. Garmin Int'l, Inc.*, the court excluded a

¹⁷ See David A. Schkade & Daniel Kahneman, Does Living in California Make People Happy? A Focusing Illusion in Judgments of Life Satisfaction, 9 Psychol. Science, 340-346 (1998).

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survey designed to test the values of allegedly infringing product features because it failed to include key product features; as the court pointed out, the failure to include key attributes meant that the only information the survey could potentially provide was the values of the tested features relative to each other, rather than their absolute (dollar) value. 18 That is, if clearly important features (for example, the camera of a mobile phone) are ignored or "held constant," then the true, relevant absolute value of the features that happen to be included in the survey cannot be assessed (e.g., in terms of real dollars), making the survey unreliable and largely irrelevant.

In another case (*Oracle, Inc. v. Google Inc.* ¹⁹), the court excluded a conjoint study 54. (pertaining to smartphones) due to its focalism on less important features while failing to include more important attributes; the court also highlighted the inability of participants in the conjoint survey at issued to "hold all other factors constant," which is not surprising and certainly not unique to the conjoint study used in the Oracle-Google case (as discussed further below). The court's order points out the following:

"Dr. Shugan's own focus-group research discovered 39 features that real-world consumers said they would have considered when purchasing a smartphone, including battery life and cellular network (Shugan Rpt Exh. 1). But instead of testing 39 features in his conjoint analysis, Dr. Shugan selected seven features to be studied, three of which were covered by the patented functionality. It is highly likely that study participants would have placed greater importance on a feature like startup time if it were shown with six other features as opposed to 38 other features.

In the first scenario, participants in the study were artificially forced to focus on startup time even if in the real world, startup time was unimportant to them. If Dr. Shugan had instead showed 39 different features to a study participant, then startup time (i.e., the patented functionality) may have been drowned out by the multitude of other features that are considered by real-world consumers. In the real world, a consumer is faced with many features when making a decision to purchase, not artificially focused on a particular feature. This problem is exacerbated by the fact that important product features, such as battery life, WiFi, weight, and cellular network, all of which were not covered by the patented functionalities, were purposely left out and replaced with an arguably unimportant feature, voice dialing. Dr. Shugan had no reasonable criteria for choosing the four non-patented features to test; instead, he picked a low number to force participants to focus on the

¹⁸ Visteon Glob. Techs., Inc. v. Garmin Int'l, Inc., 10-CV-10578, 2016 WL 5956325, at *6 (E.D. Mich. Oct. 14, 2016) ("[T]he only 'value' expressed . . . is the relative value of the four asserted patented features to one another. [Such] conjoint results express nothing about the value of the four patented features relative to other important features of the accused devices.").

¹⁹ Oracle America Inc. v. Google Inc., No. C10-03561 WHA, 2012 WL 850705, at *9-12 (N.D. Cal. Mar. 13, 2012).

patented functionalities, warping what would have been their real-world considerations." 2012 WL 850705, at *10.

- 55. Similarly, the Court in the Apple v. Samsung case (Motion denying Apple's renewed motion for permanent injunction; March 6, 2014)²⁰ was critical of a choice-based-conjoint study conducted by Dr. Hauser, in which options varied on six features; while six attributes is more than the three highlighted features in the Boedeker study, that was still deemed unreliable and uninformative regarding the real value of the singled-out features. The Court explained at great length why the exclusion of many of the most important product features made the study unreliable. Furthermore, the Court found that "evidence of the "price premium" over the base price Samsung consumers are willing to pay for the patented features is not the same as evidence that consumers will buy a Samsung phone instead of an Apple phone because it contains that feature." *Apple III*, 909 F. Supp. 2d at 1156 (citation omitted). Because the Court concluded that the survey did "not address the relationship between demand for a feature and demand for a complex product incorporating that feature and many other features."
- 56. The problem of focalism (or "impact bias") is especially pronounced when it pertains to singled-out features that consumers would not normally see or consider before making a purchase; such a bias further magnifies the difference between what respondents must focus on in the context of an artificial survey versus what consumers actually consider in reality. Of course, the purpose of a survey is to inform us about real-world consumer decisions and valuations rather than made-up choices and results that merely reflect the flaws of an artificial survey. Thus, when a researcher uses a conjoint study that is designed to predict actual marketplace choices, it is essential that all important attributes are included in the descriptions of considered options. This rule is also consistent with the well-known statistical modeling error, referred to as the "omitted variable bias," which occurs when important variables are omitted from a model designed to estimate the effects of other variables.²¹

²⁰ Apple, Inc. v. Samsung Elecs. Co., Ltd., No. 11-CV-01846-LHK, 2014 WL 976898 at *11-16 (N.D. Cal. Mar. 6, 2014).

²¹ For a simple overview to this bias, see, for example, https://en.wikipedia.org/wiki/Omitted-variable_bias.

Thus, a choice-based-conjoint exercise in which only a few attributes differentiate

the presented options while leaving out (or holding "constant") most product attributes is bound to

be biased and greatly inflate those few attributes on which the presented options differ. Instructing

survey respondents to assume that attributes of the presented options other than those specifically

identified in the survey are identical, is ineffective. ²² In particular, respondents tend to focus on

the attributes that differentiate the options presented to them, and pay no attention to other

"held constant") across all options are therefore simply canceled out and disregarded by

nonpresented attributes. Respondents can also assume that they are expected to focus on the

attributes that differentiate the options, rather than other attributes. Features that are common (or

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consumers/ respondents.

The Unreliability of Willingness-to-Pay Measures and Estimates

absolute dollar values of specific features as well as estimates of willingness-to-pay (WTP) for a product tend to be unreliable and are often influenced by irrelevant factors. To illustrate the degree to which consumers' WTP estimates are susceptible to irrelevant influences, consider the following published study.²³ Participants in the study were shown different products and asked to indicate their WTP for each. First, however, they were asked to enter the last two digits of their social security number (SSN) and, assuming the last two digits were a price in dollars, whether they would be willing to pay that price for the product. For example, respondents were shown a toaster (including a picture of the toaster and a list of features). They were first asked if they would be willing to buy the toaster assuming its price in dollars was equal to the last two digits of their SSN. They next indicated the highest price they would be willing to pay for the toaster. The results showed that respondents whose last two SSN digits were between 00 and 49 were willing to pay significantly less for the toaster than those whose last two digits were between 50 and 99.

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²² See, for example, Ravi Dhar & Steven J. Sherman, *The Effect of Common and Unique Features in Consumer Choice*, 23 J. of Consumer Res. 193-203 (1996).

²³ Itamar Simonson & Aimee Drolet, *Anchoring Effects on Consumers' Willingness-to-Pay and Willingness-to-Accept*, 31 J. of Consumer Res. 681-90 (2004).

Merely considering random two digits affected the measured WTP for the products. Such findings demonstrate that WTP estimates tend to be highly sensitive to the questions asked and the considered reference points. There have been many other demonstrations of the unreliability of willingness-to-pay measures, such as in valuations of public goods. ²⁴ It is particularly important to point out that, as far as I am aware, there has never been any study that confirmed that customers were *in reality* willing to pay the price for a given feature value that was derived from a choice-based-conjoint study (or any other type of conjoint study). Mr. Boedeker has not cited such evidence either. Thus, putting aside the obvious flaws and limitations of the methodology relied upon in the Boedeker Survey, to my knowledge, the claim that certain AFR differences are associated with a particular willingness-to-pay or monetary value has never been realistically validated and is contradicted by what research shows about consumer preferences.

Multi-Attribute Diminishing Sensitivity and the Importance of Including Other

Product Features and Brand Names in Choice Studies that Claim to Determine

14 | the Dollar Values of Features

59. Another important finding regarding consumer decision-making is related to the concept of "multi-attribute diminishing sensitivity," which was first demonstrated by my previous student Stephen Nowlis and me in 1996 (the article received the O'Dell Award for the *Journal of Marketing Research* article that had the greatest impact on the marketing field between 1996 and 2001). "Multi-attribute diminishing sensitivity" indicates that the impact of a product feature on consumers' preferences for the product depends on preexisting characteristics of the product and the brand. In particular, compared to a relatively lower performance product, a product that is associated with perceived advantages gains much less in terms of valuation and choice share when yet another feature is added. Thus, for example, if Seagate (or Barracuda) drives already have attractive features, a change in attribute value (e.g., 1% versus 5% AFR) is

²⁴ See, for example, Daniel Kahneman & Jack Knetsch, *Valuing Public Goods: The Purchase of Moral Satisfaction*, 22 J. of Envtl. Econ. & Mgmt. 57-70 (1992).

²⁵ Stephen Nowlis & Itamar Simonson, *The Effect of New Product Features on Brand Choice*, 33 J. of Marketing Res. 36-46 (1996).

likely to have a relatively minor, if any, effect on value or consumers' preferences for the product. The evidence that new features have lower impact on strong products and brands is widely accepted in the field, and has influenced and has been relied upon by marketing experts and managers.²⁶

60. Given that the value of a feature depends on the product's other features and the brand and considering that survey respondents focus on aspects that differentiate the options presented to them, any study that is intended to estimate *absolute dollar values* of features (even assuming that is possible) must include multiple brands in the choice set. That is, in any real competitive marketplace, willingness-to-pay for a product and the value of a given feature *is relative to the other choices with which consumers are presented*. Thus, without presenting multiple brands, it is impossible to determine if the addition of a feature to a given brand would actually increase the willingness-to-pay for that product in reality. Of course, if the feature at issue does not affect the WTP for the product and does not affect its choice likelihood, that feature has no real monetary value. As explained below, The Boedeker study failed to include the brand names and other key features, which further inflated the impact of the attribute that was emphasized – the AFR.

"Preference Construction": The Impact of the Description of Options and Features, the Choice Context, and the Manner in which Preferences Are Elicited on Consumers' (and Respondents') Expressed Preferences

61. As indicated, a great deal of research regarding consumer decision-making and the "construction of preferences" has demonstrated the major impact of the manner in which options and features are described, the choice context (i.e., the specific set of options and attributes presented to respondents/consumers), and the preference elicitation method. For example, asking respondents to equate the values of two options generates preference estimates that are quite

²⁶ See, for example, Steve Hoeffler & Kevin Keller, The Marketing Advantages of Strong Brands, 10 Brand Mgmt. 421, 435 (2003).

different from those derived based on choices between options.²⁷ As an illustration of effect of attribute description, one study, for example, found that describing ground beef as being 80% lean generates more favorable evaluations of the beef than if the same beef is described as containing 20% fat.²⁸ Accordingly, a study such as Mr. Boedeker's conjoint study must (a) describe the options and features accurately and in the way that actual consumers perceive these products, (b) present the set of options and relevant features (including all features that impact actual consumer choices) accurately and realistically, and (c) measure respondents' preferences in the same way as consumers would likely do when making purchase decisions in reality. As explained below, Mr. Boedeker's study did not satisfy these requirements.

The Importance of Avoiding "Demand Effects"

designing a survey, the researcher must avoid "demand effects." Demand effects²⁹ relate to the phenomenon whereby survey respondents use cues provided by the survey procedure and questions to figure out the purpose of the survey and what they imagine to be the "correct" answers to the questions they are asked. The respondents then tend to provide what they perceive as the "correct" answers as a way to ensure that the results "come out right." Demand and order effects can pollute the results of a survey dramatically, especially when they call attention to or make salient a particular consideration or option while neglecting other factors or options. For example, in one study,³⁰ college students were asked two questions: "How happy are you?" and "How many dates did you have last month?" The correlation between answers to these questions depended on the order in which they were asked – the correlation was 0.12 when the question about happiness was asked first, and it increased to 0.66 when the question about the number of

²⁷ See, for example, Ziv Carmon & Itamar Simonson, *Price-Quality Tradeoffs in Choice Versus Matching: New Insights into the Prominence Effect*, 7 J. of Consumer Psychol. 323-343 (1998).

^{25 || &}lt;sup>28</sup> Irwin Levin & Gary Gaeth, *How Consumers Are Affected by the Framing of Attribute Information Before and After Consuming the Product*, 15 J. of Consumer Res. 374-378 (1988).

²⁹ See, for example, Martin Orne, On the Social Psychology of the Psychological Experiment, 17 Am. Psychol. 776-783 (1962). For a review of the impact of demand effects in likelihood of confusion surveys, see Itamar Simonson & Ran Kivetz, Demand Effects in Likelihood of Confusion Surveys: The Importance of Marketplace Conditions, in Trademark and False Advertising Surveys (Shari Diamond & Jerre Swann eds., 2012).

³⁰ Described in Norbert Schwarz, Cognition and Communication: Judgmental Biases, Research Methods, and Logic of Conversation (1996).

dates was asked first. Thus, judgments of happiness were strongly influenced by the number of

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27 28 63. A survey designed to test a cause-and-effect relation, such as whether a particular feature enhances the perceived value of a product, must include a proper "control." A control is designed to estimate the degree of "noise" or "error" in the survey and to enable the researcher to isolate the effect at issue. Indeed, without a proper control, there is no benchmark for determining whether any estimate is significant or merely reflects guessing and the flaws of the survey methodology.

64. Mr. Boedeker states that he relied on the *Reference Guide on Survey Research*.³² As discussed in detail in pages 397-401 of that *Reference Guide*, any study designed to test for a cause-and-effect relation (such as the effect of a particular AFR difference on the value of a product) must include a proper control. As explained below, Mr. Boedeker failed to follow that guidance.

The Importance of Approximating the Information Available to Consumers in Reality

65. Any study of consumer decision-making and any attempt at determining the dollar value of product attributes (assuming that were possible) must approximate marketplace conditions as closely as possible. For example, one legal authority, Professor McCarthy, pointed

³¹ See, for example, Simon Prop. Grp. L.P. v. MySimon, Inc., 104 F. Supp. 2d 1033 (S.D. Ind. 2000).

³² Shari Seidman Diamond, *Reference Guide on Survey Research, Reference Manual on Scientific Evidence* 359-423 (3rd ed. 2011); it was cited as a reference and also cited in the Boedeker Report's footnotes.

out regarding trademark surveys, "the closer the survey methods mirror the situation in which the ordinary person would encounter the trademark, the greater the evidentiary weight of the survey results." Indeed, courts have given little or no weight to (or excluded) "likelihood of confusion" surveys that failed to capture essential characteristics of the marketplace, such as showing the marks at issue in a way that misrepresents reality. Similarly, market research firms have gone to great lengths to approximate reality in order to generate more accurate estimates of consumer behavior. Businesses that hire such firms thus understand the importance of realistic market research in making actual marketing decisions.

- 66. A great deal of research has shown that when making decisions and evaluating products, consumers rely on attributes and values that are both available and easy to process.³⁴ Accordingly, unless consumers observe and consider product attributes, they cannot be influenced by them.
- 67. Contrary to Mr. Boedeker's argument, there is no support in any consumer decision-making research for the notion that a product feature can influence the value of the product or the product market price if that feature is ignored or not known by consumers or is otherwise not among the purchase considerations. More generally, designing a study about consumer decision-making requires a good understanding of how consumers make decisions in real life. A person who lacks such understanding is unlikely to design a proper survey (unless guided by a consumer behavior expert), because such a study is likely to make the wrong assumptions or rely on improper measures.

THE BOEDEKER "THEORETICAL FRAMEWORK" AND CONJOINT STUDY

68. I next explain some of the key implications of the principles of survey design and consumer decision-making for the theoretical economic model and study relied upon by Mr. Boedeker. Mr. Boedeker suggests that his analysis allowed him to determine the harm in dollars to buyers of the accused HDs (Boedeker Report, p. 7). According to his "analysis," the harm

³³ 4 J. Thomas McCarthy, *McCarthy on Trademarks and Unfair Competition* (September 2007) (McCarthy) at § 32:163. See also *THOIP v. Walt Disney Co.*, 690 F. Supp. 2d 218 (S.D.N.Y. 2010).

³⁴ See, for example, Bettman et al. (1991), "Consumer Decision-making," Handbook of Consumer Behavior.

1	caused to buyers is either a very substantial portion of the product's price or even greater than the		
2	total product price. Consistent with the above review, Mr. Boedeker's conjoint survey violated the		
3	basic survey principles described above, and his "theoretical framework" has little to do with		
4	current research regarding consumers' preferences and valuations. Indeed, Mr. Boedeker's		
5	"theoretical framework" is completely removed from reality and offers no relevant information. It		
6	is based on assumptions from theoretical economics that have been refuted many years ago.		
7	Mr. Boedeker's "Theoretical Framework" and Consumers' Willingness-to-Pay		
8	69. I described above the manner in which consumer preferences are determined. By		
9	contrast, Mr. Boedeker, who apparently has little knowledge of actual consumer decision-making,		
10	relies on an outdated, irrelevant "theoretical framework." This "analysis" is based on assumptions		
11	derived from theoretical economic articles published in the 1960s (or earlier) that do not mesh		
12	with reality. No consumer researcher, manager, or market researcher that I am aware of relies on		
13	such theoretical frameworks today.		
14	70. The presented framework led Mr. Boedeker to what appear to be nonsensical		
15	conclusions. For example, he suggested that the impact of the actual AFR value on consumers'		
16	preferences is not influenced by whether consumers even saw or considered the AFR. As he		
17	testified during his deposition:		
18	DEPO P. 223:		
19	14THE WITNESS:My model, my approach		
20	15applies regardless of an individual consumer's		
21	16recollection or actual viewing that information.		
22	17The relevant part from my model, my		
23	18analysis, is to see if there is a new equilibrium		
24	19price for a different product, like in this case		
25	20with a different AFR.		
26	Q (By Ms. McLean) Whether the consumer		
27	saw the AFR in making their decision, whether they		

cared about the AFR, whether they knew what an AFR

- 1 was, none of that matters in your damages model?
- 2 | MS. SCARLETT: Objection to form.
- 3 | 1THE WITNESS:That's correct.It's
- $4 \parallel 2$ not part of the -- the parameters in my study.
- 5 | 3Q(By Ms. McLean) Would it matter if AFR
- 6 | 4 data was not published for certain drives that are
- 7 | 5 part of the class drives?
- 8 | 6 MS. SCARLETT: Objection to form.
- 9 | 7 THE WITNESS: If there was no
- 10 | 8 information about AFR out there, that would be a
- 11 || 9slightly different study, but even if that wasn't
- 12 | 10published, a study like this could still measure
- 13 | 11the equilibrium price for different for
- 14 | 12 different outcomes of AFR, and then that would
- 15 | 13have to be -- it's a different study so I can't -
- 16 | 14I can't design it ad hocly, but I would say it
- 17 | 15 could be captured with a similar study of this
- 18 | 16kind if not -- not having AFR information
- 19 | 17available or not.
- 20 | 18 So in a sense the study would not be
- 21 | 19 the same as here because here I have direct
- 22 | 20 discrete points of comparison, so I would say I
- 23 | 21 probably have to think about it, but I wouldn't
- 24 | 22rule out that a study like this could capture
- 25 | 23differences in prices.
- 26 | 24 Q(By Ms. McLean) The study that you have
- 27 | 25 conducted does not consider whether individual

- | 2 had AFR data published or not?It assumes that
- data was available for all ST3000-DM001 products?
- 4 | 4 MS. SCARLETT: Objection, form.

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- 5 | 5 THE WITNESS: What my study does is
- 6 | 6 comparing different AFR, one percent and all the
- $7 \parallel 7$ way to like 50 percent on the extreme end, and I
- 8 | 8 did not look at which individual models had AFR
 - 9 information published with them. (Boedeker Depo at 223:10-225:9)
 - 71. Thus, contrary to what contemporary research shows about the manner in which consumers make decisions (as well as common sense), Mr. Boedeker suggests that consumers can be strongly influenced by an attribute they never considered or were even exposed to. To the contrary, if an attribute such as AFR is not published or considered, then consumers would have made the same purchase decisions regardless of the specific AFR presented by Seagate, and the AFR made no difference.

The Boedeker Conjoint Study Was Designed in a Way that Predetermined

that AFR Differences Would be Very Influential and Highly Valued

- 72. I described above court decisions that excluded or gave little weight to conjoint studies, particularly when the descriptions of options were limited to relatively few attributes that differentiated the options included in the choice sets. The current Boedeker conjoint survey was worse than those disfavored studies because it forced respondents to make choices based on AFR and a couple of other attributes (warranty + connectivity/Portability) while effectively ignoring most of the important attributes. Indeed, an examination of the data sheet describing the HD's attributes/features shows that over two dozen attributes differentiate HDs. It is my understanding that this data sheet and other dense publications such as product manuals were the only information sources any buyers might have relied on with respect to AFR.
- 73. Consumers are highly unlikely to purchase a HD based solely on the limited set of attributes that differentiated options in the Boedeker study, and Mr. Boedeker's study does not

valuable attribute, presumably implying extremely high damages to consumers.

suggest otherwise. Moreover, as explained further below, by leading respondents to consider AFR

values between 1% and 50%, the study virtually guaranteed that AFR would appear to be the most

violates one of the most basic principles of conjoint studies. By testing an exceptionally wide

range for the AFR dimension – from <1% to 50% (while the two other differentiating attributes

had a narrow range) – Boedeker's design was further biased in favor of showing that AFR was

the most valuable and impactful attribute (notwithstanding the fact that, in reality, very few buyers

who are the typical purchasers of the HD at issue. The only "support" for the 50% figure was an

online report prepared by a company called Backblaze. However, as Mr. Boedeker should have

known, that report (based on 24/7 commercial data center use of consumer grade hard drives) was

irrelevant to his survey, which presumably focused on consumers. That is, putting aside the lack of

reliable evidence that Blackblaze's experience was as claimed, this company used the HDs 24/7 in

experience (if it was as stated) was irrelevant to the HDs used by the proposed class members, and

number, that would not have affected the estimates pertaining to lower AFR values (see depo page

a commercial environment, contrary to the product's intended use. Clearly, Backblaze's

therefore, Backblaze's claimed failure rate should not have influenced the Boedeker Survey

For example, he assumed that using a 1-50% range did not affect the produced AFR value

The decision to rely on a <1%-50% AFR range, regardless of the relevant range,

Mr. Boedeker suggested that a 50% AFR was a plausible value for class members,

According to Mr. Boedeker's deposition testimony, even if 50% was an unrealistic

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were likely to consider or be exposed to AFR).

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25 Depo page P. 314:

estimate:

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18Now, if I have a level in there and

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19 the level will never be picked and ultimately that

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20 level within the attribute will have a very low

Case No. 3:16-cv-00523 JCS

- 1 | 21utility, but it doesn't bias the other levels, the
 - ||22| other utility estimates, just what would it
 - | 23 just would be so outrageous that it's never been
 - picked, so then it will have very low utility,
 - 25 negative utility potentially, because it's so bad,
 - 77. But this claim is simply wrong. Consistent with a great deal of research, the range of values of an attribute has a major influence on its measured value. That is, the wider the range, the more valuable and "important" the attribute appears to be.³⁵
 - 78. It is also noteworthy that Mr. Boedeker misused his "pre-test." In addition to effectively excluding some of the most important attributes identified in the pilot study (e.g., capacity, brand), he changed the meaning of "reliability" without offering any justification. In the pilot study, "reliability" was one of the important attributes. However, Seagate's product description for the HD at issue listed seven features under "reliability/data integrity," with AFR being just one of them (see the data sheet used in my survey). Yet, Mr. Boedeker did not include in his study the seven reliability-related features; instead, he led respondents to only consider AFR, which further inflated the measured impact of AFR (as compared to a study that listed all seven reliability-related aspects), and he omitted capacity altogether, which his "pre-test" showed to be the most frequently named feature by potential purchasers.

A Summary of Flaws that Made the Boedeker Conjoint Exercise Unreliable and Biased

- 79. Consistent with the above review of survey principles and the impact of specific biases, the Boedeker conjoint exercise suffered from the following biases:
- a. Focalism bias: As explained above, the decision to focus on AFR and a couple of other differentiating attributes (each with a limited range) predetermined that AFR would appear to be the most influential and valued.

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³⁵ See, for example, P. Verlegh et al., *Range and Number-of-Levels Effects in Derived and Stated Measures of Attribute Importance*," Marketing Letters, 41-52 (2002); see also: http://acrwebsite.org/volumes/6854/volumes/v15/NA-15; http://acrwebsite.org/volumes/6128/volumes/v10/NA-10

- b. The survey effectively led respondents to consider AFR even if most actual buyers do not even consider this attribute.
- c. Respondents were not provided with any other (option-differentiating) information pertaining to the performance and reliability of the HD.
- d. The survey suffered from severe "demand effects" (as explained above), whereby respondents were clearly expected to make their choices based largely on the presented features that differentiated the presented options in each choice set, especially the wide-ranging AFR values.
- The conjoint design omitted key attributes, such as capacity, software, ease of use, and brand name; as explained above, even if one were to suggest that a conjoint or any other study can generate the (absolute) dollar value of a certain difference on the AFR dimension, such estimates are necessarily unreliable if brand names and other key features are excluded, as was done by Mr. Boedeker.
- f. Mr. Boedeker failed to report the frequency of illogical choices (e.g., choosing option 1 over 2 in the example on page 40 of his report). I requested the data needed to determine the number of such illogical answers, which are an indicator of the level of (in)attention of respondents. Spreadsheets were finally provided the day this declaration is due, which I have not had the opportunity to analyze. In any event, Mr. Boedeker should have done the analysis himself.
 - g. The Boedeker study did not include any controls.
 - h. The Boedeker Survey's results were not validated.

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1	I declare under penalty of perjury under the laws of the United States of America
2	that the foregoing is true and correct.
3	Executed this 5th day of January, 2018, at Miami, Florida.
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7	I. Simoner
8	Itamar Simonson, Ph.D.
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EXHIBIT A

Itamar Simonson

ADDRESSES November 2017

Home: Office:

1561 Newlands Ave. Graduate School of Business

Burlingame, CA 94010 655 Knight Center, Stanford University

(650) 343-3320 Stanford, CA 94305-5015

Cell: (650) 387-7677 (650) 725-8981

itamar.simonson@gmail.com itamars@stanford.edu

EDUCATION

Ph.D. Duke University, Fugua School of Business

Major: Marketing; May 1987

M.B.A. UCLA, Graduate School of Management

Major: Marketing; March 1978

B.A. Hebrew University, Jerusalem, Israel

Major: Economics, Political Science; August 1976

ACADEMIC POSITIONS

July 1987 - June 1993 University of California, Berkeley

Haas School of Business Assistant Professor

July 1993 – Aug. 1996 Stanford Graduate School of Business

Associate Professor of Marketing

Sept. 1996 – Aug. 1999 Stanford Graduate School of Business

Professor of Marketing

Sept. 1999 – Present Stanford Graduate School of Business

Sebastian S. Kresge Professor of Marketing

1994 – 2000 Stanford Graduate School of Business

Marketing Group Head

2000, 2004, 2012 Visiting Professor of Marketing: MIT; NYU; Columbia

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AWARDS

- Best Article in the *Journal of Consumer Research* during the period 1987-1989.
- The 1997 O'Dell Award (for the *Journal of Marketing Research* article that has had the greatest impact on the marketing field in the previous five years).
- The 2001 O'Dell Award.
- Honorary Doctorate: University of Paris II Sorbonne Universities.
- The American Marketing Association Best Book in Marketing Award.
- Elected Fellow of the Association for Consumer Research.
- The 2007 Society for Consumer Psychology Distinguished Scientific Achievement Award.
- Finalist for the O'Dell Award: 1995; 2002; 2004; 2005; 2007; 2008; 2012.
- Best Article in the *Journal of Public Policy & Marketing* during the period 1993-1995.
- The 2016 Association for Consumer Research Conference Best Paper Award.
- The 2002 American Marketing Association Award for the Best Article on Services Marketing.
- The Association for Consumer Research 1990 "Ferber Award."
- Finalist for the 2003 Paul Green Award (for the *Journal of Marketing Research* article with the greatest potential to contribute to the practice of marketing research).
- Runner-up for the 2005 Journal of Consumer Research Best Article Award.
- Winner in the Marketing Science Institute and Direct Marketing Association competition on "Understanding and Measuring the Effect of Direct Marketing."
- Runner-up for the 1993 California Management Review Best Article Award.
- National Science Foundation Grant (for 1996-8).
- Outstanding Reviewer Award, Journal of Consumer Research, 2005, 2009.
- Honorable Mention for the Sloan Executive Program Teaching Award.

TEACHING EXPERIENCE

Stanford University:

Marketing Management (for MBAs and the Sloan Executive Program)

Marketing to Businesses (for MBAs); Technology Marketing (for MBAs)

Critical Analytical Thinking (for MBAs)

Research Methods for Studying Consumer Behavior (a Ph.D. Course)

Behavioral Decision Making (a Ph.D. Course)

Consumer Behavior (a Ph.D. course)

University Of California, Berkeley:

MBA, Ph.D. and Executive Education Classes on Marketing Management and Consumer Behavior.

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BUSINESS EXPERIENCE

October 1978-August 1983 Motorola, Inc.

Worked in an international subsidiary; responsibilities included marketing research and customer analysis, definition of new products, pricing, analysis of sales force performance, competitive intelligence, and forecasting. Conducted studies of markets for various communications products. Last two years served as Product Marketing Manager for communications products.

Consulting:

Consulted for clients from a wide range of industries such as technology, communications, services, and manufacturing sectors.

Expert witness assignments: trademark infringement, deceptive advertising, surveys, consumer behavior, marketing management, branding, retailing, distribution, assessment of demand drivers and feature value, and other marketing issues.

PUBLICATIONS

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- Ioannis Evangelidis, Jonathan Levav, and Itamar Simonson (2017), "Comparison Focus: The Asymmetric Impact of Context Effects on Advantaged versus Disadvantaged Options," Journal of Marketing Research (forthcoming).
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- Michal Maimaran and Itamar Simonson (2011), "Multiple Routes to Self Versus Other-Expression in Consumer Choice," Journal of Marketing Research, August, 755-66.
- Itamar Simonson and Aner Sela (2011), "On the Heritability of Consumer Decision Making: An Exploratory Approach for Studying Genetic Effects on Judgment and Choice," Journal of Consumer Research, 37, 951-66.
- Stephen Nowlis, Ravi Dhar, and Itamar Simonson (2010), "The Effect of Decision Order on Purchase Quantity Decisions," Journal of Marketing Research, 40 (4), 725-737.
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- Aimee Drolet, Mary Frances Luce, and Itamar Simonson (2009), "When Does Choice Reveal Preference? Moderators of Heuristic vs. Goal Based Choice," Journal of Consumer Research, 36 (1).
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- Jonah Berger, Michaela Draganska, and Itamar Simonson (2007), "The Influence of Product Variety on Brand Perceptions, Choice, and Experience," Marketing Science, 26, July-August, 460-72.
- Nathan Novemsky, Ravi Dhar, Norbert Schwarz, and Itamar Simonson (2007), "Preference Fluency in Choice," Journal of Marketing Research, XLIV, 347-356.
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- Ray Fisman, Sheena Iyengar, Emir Kamenica, and Itamar Simonson (2007), "Racial Preferences in Dating," Review of Economic Studies, 75, 1, 117-132.
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- Uptal Dholakia and Itamar Simonson (2005), "The Effect of Explicit Reference Points on Consumer Choice and Online Bidding Behavior," Marketing Science, 24, 206-17.
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- Ran Kivetz and Itamar Simonson (2003) "The Idiosyncratic Fit Heuristic: The Role of Effort Advantage in Consumer Response to Loyalty Programs," Journal of Marketing Research, 40 (November), 454-67.
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- Ravi Dhar and Itamar Simonson (2003), "The Effect of Forced Choice on Choice," Journal of Marketing Research, 40 (May), 146-60.
- Ran Kivetz and Itamar Simonson (2002), "Self Control for the Righteous: Toward a Theory of Luxury Pre-Commitment," Journal of Consumer Research, 29 (September), 199-217.
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- Chezy Ofir and Itamar Simonson (2001), "In Search of Negative Customer Feedback: The Effect of Expecting to Evaluate on Satisfaction Evaluations," Journal of Marketing Research, 38 (May), 170-82.
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- Itamar Simonson, Ziv Carmon, and Suzanne O'Curry (1994), "Experimental Evidence on the Negative Effect of Product Features and Sales Promotions on Brand Choice," Marketing Science, 13 (1), 23-40.
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- Itamar Simonson, Stephen Nowlis, and Yael Simonson (1993), "The Effect of Irrelevant Preference Arguments on Consumer Choice," Journal of Consumer Psychology, 2 (3), 287-306.
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- Itamar Simonson and Peter Nye (1992), "The Effect of Accountability on Susceptibility to Decision Errors", Organizational Behavior and Human Decision Processes, 51 (3), 416-446.
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- Itamar Simonson and Barry Staw (1992), "De-Escalation Strategies: A Comparison of Techniques for Reducing Commitment to Losing Courses of Action," Journal of Applied Psychology, 77 (4), 419-426.
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- Ravi Dhar and Itamar Simonson (1992), "The Effect of the Focus of Comparison on Consumer Preferences," Journal of Marketing Research, 29 (November), 430-440.
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Itamar Simonson, Joel Huber, and John Payne (1988), "The Relationship Between Prior Brand Knowledge and Information Acquisition Order", *Journal of Consumer Research*, (March), 14, 566-78.

ARTICLES UNDER REVIEW/REVISION

Franklin Shaddy, Ayelet Fishbach, and Itamar Simonson (2016), "Distinctions without a difference: How seemingly unrelated choice effects all reflect the willingness-to-make tradeoffs."

Haiyang Yang, Ziv Carmon, and Itamar Simonson, "The Preference for Practical Knowledge: Its Conceptualization, Measurement, and Ability to Predict Consumer Behaviors."

Wendy Liu and Itamar Simonson, "Shortlisting – Not Overwhelmed But Biased."

Aner Sela and Itamar Simonson, "The Feeling of Preference: Preference Expression in the Absence of Preferences."

Ioannis Evangelidis, Jonathan Levav, and Itamar Simonson (2017), "Single Option Aversion."

Doctoral Dissertations Chaired:

Ravi Dhar (Chaired Professor, Yale U.)

Aimee Drolet (Chaired Professor, UCLA)

Stephen Nowlis (Chaired Professor, Washington U., St. Louis)

Ziv Carmon (Chaired Professor, INSEAD)

Ran Kivetz (Chaired Professor, Columbia U.)

Donnel Briley (Professor, U.O. Sydney)

Thomas Kramer (Tenured Associate Professor, U.O. South Carolina)

Wendy Liu (Tenured Associate Professor, U.O. Calif., San Diego)

Sanjay Sood (Tenured Professor, UCLA)

Song-Oh Yoon (Assistant Professor, Korea U.)

Michal Maimaran (Clinical Assistant Professor, Kellogg School)

Leilei Gao (Assistant Professor, Chinese University, Hong Kong)

Aner Sela (Assistant Professor, U. O. Florida)

Jonah Berger (Tenured Associate Professor, Wharton School, U.O. Penn.)

EDITORIAL ACTIVITIES

<u>Editorial Boards</u>: Journal of Marketing Research, Journal of Consumer Psychology, Journal of Marketing, Journal of Consumer Research, Journal of Behavioral Decision Making, International Journal of Research in Marketing, Journal of Marketing in Emerging Economies, Marketing Letters, Journal of Academy of Marketing Science, Review of Marketing Research.

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Reviewer for Marketing Science, Journal of Economic Behavior and Organization, Science, Management Science, Journal of Retailing and Consumer Services, Journal of Marketing, Journal of Retailing, Organizational Behavior and Human Decision Processes, Journal of Experimental Psychology, Psychological Review, Psychological Bulletin, Journal of Personality and Social Psychology, Psychological Science, California Management Review, Journal of Economic Psychology, European Journal of Social Psychology, Journal of Judgment and Decision Making, Medical Decision Making, and National Science Foundation.

PROFESSIONAL AFFILIATIONS

Association for Consumer Research Judgment and Decision Making Society American Psychological Society

SMRH:485085572.1 -10-

EXHIBIT B

EXHIBIT B

<u>Cases in which Dr. Itamar Simonson Testified as an Expert at Trial or by Deposition in the Past</u> <u>Four Years</u>

- 1. GeoTag, Inc. v. <u>AT&T et al</u>. (Nor. Dist. of Texas, Dallas Div.; 2:10-CV-570) (deposition)
- 2. Poquito Mas Licensing Corp. v. <u>Taco Bell Corp.</u> (Cent. Dist. of CA; 8:13-CV-01933) (deposition)
- 3. <u>Whirlpool Corp.</u> Front-Loading Washer Products Liability Litigation (Nor. Dist. Ohio; 1:08-wp-65000; MDL 2001) (trial)
- 4. <u>Playtex Products, LLC</u> v. Munchkin, Inc. (Cent. Dist. CA; CASE NO. CV 11-0503 AHM (RZX) (trial)
- 5. SRI International, Inc. v. <u>Cisco Systems, Inc.</u> (US Dist. of Del., 13-1534) (deposition)
- 6. <u>Fage Dairy Processing Industry, S.A.</u> v. General Mills, Inc. (Nort. Dist. of NY; 6:11-cv-01174) (deposition)
- 7. <u>Fox Broadcasting Company et al.</u> v. Dish Network (Cent. Dist. of CA; 12-04529) (deposition)
- 8. Skye Astiana et al. v. <u>Kashi Company</u> (South. dist. of CA; 11-CV-1967-HBGS) (deposition)
- 9. <u>Bank of America</u> v. Trilegiant Corp. & Affinion Group (Arbitration, Reference # 01-14-0000-4517) (Arbitration testimony)
- Larry Butler et al. v. <u>Sears, Roebuck and Co.</u> (Nor. Dist. of IL, Eastern Div., 06-CV-7-23) (Deposition)
- 11. Car Freshner v. Exotica Fresheners (SDNY; 14-CV-391) (Trial)
- 12. <u>Laura McCabe et al.</u> v. Six Continents Hotels, Inc. (No. Dist. of CA, SF Div., 12–cv–04818 NC) (deposition).
- 13. RPI v. Apple Inc. (No. Dist. of NY, Albany Div.; 1:13-CV-633) (deposition)
- 14. WNET, ABC et al. (Broadcast networks) v. Aereo, Inc. (SDNY; 12-cv-1540)
- 15. <u>Western Sugar Cooperative et al.</u> v. Archer-Daniels-Midland Company et al. (Cent. Dist. of CA, CV11-3473-CBM) (Trial)
- 16. Sazerak Company, Inc. v. <u>Fetzer Vineyard, Inc.</u> (N. D. of CA; 3:15-cv-04618) (trial)

- 17. Lena Thodos et al. v. <u>Nicor, Inc. et al.</u> (Circuit Ct. of Cook County, IL, Chancery Div.; 11 CH06556) (Deposition).
- 18. Christopher Corcoran et al. v. <u>CVS Pharmacy</u> (Nor. Dis. of CA; 15-CV-3504) (deposition)
- 19. Intellectual Ventures II v. <u>AT&T Mobility et al</u>. (Dist. of Del.; 13-cv-1631) (Deposition)
- 20. Lights Out Holdings and Shawne Merriman v. Nike, Inc. (South. Dist. Of CA, 3:14-cv- 00872-JAH-NLS) (Deposition)
- 21. <u>Koninklijke Philips Electronics N.V.</u> v. Hunt Control Systems (Dist. of NJ, 11-03684) (Trial).
- 22. Valador, Inc. v. <u>HTC Corp</u>. (East. Dist. of VA; 1:16-cv-1162).
- 23. Beaulieu Group v. <u>Mohawk Industries</u> (N. D. of Georgia, Rome Div.; 4:15 cv-00124) (Deposition).
- 24. <u>Adidas America, Inc. et al.</u> v. Skechers USA, Inc. (Dist. of Oregon, Portland Div.; 3:15-cv-01741) (Deposition)
- 25. B Property Management, Inc., et al. v. <u>Goodman Global</u> (Middle Dist. of FL; 3:12-CV-1366-HES-JBT) and Anne McVicar et al., v. <u>Goodman Global</u> (Cent. Dist. of CA; 8:13-cv-13-01223-DOC-RNB) (deposition)
- 26. Exxon Mobil Corp. v. <u>FX Networks et al.</u> (South. Dist. of TX; 4:13– CV–02906) (Deposition)
- 27. <u>Car Freshner Corp.</u> v. Crocs, Inc. (Nor. Dist. of NY; 7:16-cv-0068) (Deposition)
- 28. State of Arizona et al. v. <u>Volkswagen AG et al.</u> (Sup. Ct. of Ariz., Maricopa County; CV-2016-005112) (deposition).
- 29. Jack Daniel's Properties v. VIP (US Dist. of Ariz., CV 14-02057) (Trial).
- 30. Versata Software, Inc. v. Zoho Corp. (W.D. Texas; 1:13-00371) (Deposition)
- 31. DRAL Enterprises v. North Atlantic Operating Company (Nor. Dist. of IL, East. Div.; 1:16-cv-08384) (deposition).
- 32. Oracle America, Inc. v. Google Inc. (No. Dist. of CA; C 10-03561) (Deposition.
- 33. <u>TrueCar, Inc.</u> v. Sonic Automotive, Inc. (Cent. Dist. of CA, West. Div.; 13-cv-05812) (Deposition).
- 34. World Trade Centers Association, Inc. v. <u>The Port Authority of New York and New Jersey</u> (So. Dist. of NY; 15-cv-7411) (deposition).
- 35. <u>TCL Communication Technology Holdings</u> v. Telefonaktoebol LM Ericsson, et al. (Cent. Dist. of CA, 8:14-CV-00341 JVS-DFMx) (Trial).

- 36. <u>Margarita Delgado, et al.</u> v. Ocwen Loan Servicing et al. (East. Dist. of NY; 1:13-cv-04427) (Deposition).
- 37. (on behalf of <u>Sound Exchange</u>) In the Matter of Determination of Rates and Terms for Preexisting Subscription Services and Satellite Digital Audio Radio Services (United States Copyright Judges, Washington, D.C., trial).
- 38. <u>Adidas America, Inc. et al.</u> v. TRB Acquisitions et al. (Dist. of Oregon; 3:15-cv-02113-SI) (deposition)
- 39. THX LTD. v. Apple Inc. (Nor. Dist. of CA; 3:16-cv-01161) (deposition).

EXHIBIT C

MATERIALS RELIED UPON OR CONSIDERED

Federal Pleadings, Motions, & Deposition Transcripts

Second Consolidated Amended Complaint, *In re Seagate Technology LLC Litigation*, No. 5:16-cv-00523-RMW (N.D. Cal. June 11, 2016), ECF No. 62.

Plaintiffs' Notice of Motion and Motion for Class Certification, *In re Seagate Technology LLC Litigation*, No. 5:16-cv-00523-RMW (N.D. Cal. Nov. 8, 2017), ECF No. 135.

Declaration of Andrew Hospdor in Support of Plaintiffs' Motion for Class Certification, *In re Seagate Technology LLC Litigation*, No. 5:16-cv-00523-RMW (N.D. Cal. Nov. 8, 2017), ECF No. 133-5.

Declaration of Stefan Boedeker in Support of Plaintiffs' Motion for Class Certification, *In re Seagate Technology LLC Litigation*, No. 5:16-cv-00523-RMW (N.D. Cal. Nov. 8, 2017), ECF No. 133-4.

Corrected Declaration of Stefan Boedeker in Support of Plaintiffs' Motion for Class Certification, *In re Seagate Technology LLC Litigation*, No. 5:16-cv-00523-RMW (N.D. Cal. Nov. 20, 2017), ECF No. 146-1 (including documents and spreadsheets referenced in Appendix: Results of Boedeker's Conjoint Analysis for Different Sub-Samples Purchasers of Seagate Hard Drives – No Monotonicity Constraint; Purchasers of Other Hard Drives – Monotonicity Constraint).

Deposition Transcript of Stefan Boedeker & Exhibits (Dec. 12, 2017) (including Screenshots of Consumer Survey).

State Court Documents

Seagate's Opposition to Motion for Class Certification, *Pozar v. Seagate Technology LLC*, CGC-15-547787 (S.F. Super. Ct. Aug. 10, 2017).

Seagate's Objections to Evidence, *Pozar v. Seagate Technology LLC*, CGC-15-547787 (S.F. Super. Ct. Aug. 10, 2017).

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EXHIBIT D

Draft 12-6-17

#103-17128 COMPUTER HARDWARE SURVEY

SPECS

N=420--2 CELLS OF 210 EACH

PER CELL: 50% MALES/50% FEMALES; 18+ YEARS OF AGE, NO AGE QUOTAS

EXHIBITS TO BE SHOWN IN CELLS: CELL 1.......()—Product Data Sheets 1A and 1B (AFR <1%), N=210 CELL 2.......()—Product Data Sheets 2A and 2B (AFR <8%), N=210

#103-17128 COMPUTER HARDWARE SURVEY

SCREENER

(QUESTION 10)

Today we are interviewing people about computer hardware and accessories. Please take a few moments to complete our questions; we are sure you will find it interesting.

{PROGRAMMING NOTE: GENDER QUOTA PER CELL: 50% MALES AND 50% FEMALES}

(QUESTION 15)

What is your gender? (Select one response)

1: Male [50%] 2: Female [50%]

{PROGRAMMING NOTE: NO AGE QUOTAS; IF RESPONSE "UNDER 18", TERMINATE}

(QUESTION 20)

Please enter your age: _____

{PROGRAMMING NOTE: NO REGION QUOTAS BUT MUST LIVE IN THE US}

(QUESTION 25)

In which state do you live? [INSERT DROP DOWN LIST]

(QUESTION 30)

Which of the following devices are you using right now to take this survey? **(Select one response)**

- 1 Desktop computer → [SKIP TO Q.40]
- 2 Laptop computer → [SKIP TO Q.40]
- 3 Tablet (such as an iPad, Android tablet, etc.) → [SKIP TO Q.40]
- 4 Cell phone (not a smartphone) → [ASK Q.35]
- 5 Smartphone → [ASK Q.35]
- 6 Other mobile device → [ASK Q.35]

(QUESTION 35)

This survey may or may not be compatible with cell phones, smartphones or other mobile devices, so please use your tablet, or desktop or laptop computer to complete this survey. To complete this survey, please re-try your invitation link using your tablet, or desktop or laptop computer. *{TERMINATE INTERVIEW.}*

(QUESTION 40)

{Response 4 ('None of these'), must be selected to continue. Otherwise, terminate.}

Do you, or does any member of your household currently work for any of the following? **(Select all that apply)**

- 1: An advertising, public relations or marketing agency or advertising department of a company
- 2: A market research firm or a marketing research department of a company
- 3: A company that makes computer hardware or accessories
- 4: None of these [Single response-CONTINUE]

(QUESTION 45)

Please carefully read the following descriptions:

External Hard-drive:

An external hard-drive is a portable storage device that can be attached to a computer through a USB or other cable connection, or wirelessly. External hard drives typically have high storage capacities and are often used to back up computers or serve as a network drive.

Internal Hard-drive:

An internal hard-drive is a storage device located inside a computer system. Although the computer you purchase has one or more hard-drives initially, it is possible to purchase one or more additional hard-drives later and have them installed inside the computer or the NAS (Network Attached Storage) after your initial purchase.

(Please continue when you are ready.)

(QUESTION 50)

{Response 1 ('Yes, I have'), must be selected to continue. Otherwise, terminate.}

Have you purchased an external or internal hard-drive in the past six years? Please count hard drives that were part of a Network Attached Storage (NAS) device but do not count hard drives that were pre-installed or part of a computer package that you bought.

(Select <u>one</u> response)

- 1: Yes, I have
- 2: No, I have not
- 3: Don't know/Not sure

(QUESTION 55)

{Response 1 ('I made the decision') OR 2 ('I was involved but was not the primary decision maker'), must be selected to continue. Otherwise, terminate.}

Considering any hard-drive(s) that you purchased during the past six years, please indicate the following: (Select <u>one</u> response)

- 1: I made the decision
- 2: I was involved but was not the primary decision maker
- 3: I was not involved in the decision making process
- 4: Don't know/ Not sure

(QUESTION 60)

{Response 2 ('For personal, non-business use only') OR 3 ('For personal and business use'), must be selected to continue. Otherwise, terminate.}

Please select the one statement that best applies for any hard-drive(s) that you purchased in the past six years.

I purchased an external or internal hard-drive ... (Select one response)

- 1: For business use only
- 2: For personal, non-business use only
- 3: For personal and business use
- 4: Don't know/ Not sure

(QUESTION 65)

{PROGRAMMER: RANDOMIZE ORDER OF ANSWER RESPONSES 1-4}

{Response 1 ('Seagate') AND/OR 2 ('Western Digital (WD)') AND/OR 4 ('Toshiba') must be selected to continue. Otherwise, terminate.}

Which of the following hard-drive brand(s) have you purchased in the past six years? (Select <u>all</u> that apply)

- 1: Seagate
- 2: Western Digital (WD)
- 3: HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi
- 4: Toshiba
- 5: Other (please specify):
- 6: Don't know/ Not sure [SINGLE RESPONSE]

(QUESTION 70)

{If Response 6 ('Other') OR 7 ('Don't know/Not sure') selected, terminate. All other responses, continue.}

What capacity external or internal hard-drive(s) did you purchase in the past six years? **(Select all that apply)**

- 1: 1 TB
- 2: 2 TB
- 3: 3 TB
- 4: 4 TB
- 5: 5 TB
- 6: Other
- 7: Don't know / Not sure [SINGLE RESPONSE]

(QUESTION 75)

{If Response 9 ('Other') selected, terminate. All other responses, continue.}

What year was your <u>most recent purchase</u> of an external or internal hard drive which was 1 to 5 TB capacity? **(Select one response)**

- 1: 2017
- 2: 2016
- 3: 2015
- 4: 2014
- 5: 2013
- 6: 2012
- 7: 2011
- 8: Don't remember exact year but was within past 6 years
- 9: Other

(QUESTION 80)

{PROGRAMMER: COLLECT NAME AND PHONE NUMBER BUT DO <u>NOT</u> TERMINATE IF RESPONDENT DOES NOT GIVE NAME AND PHONE NUMBER}

Thank you, you qualify for this study.

Please provide us with your name and phone number so we can call you to verify that you participated in this survey.

Your name and phone number and your responses to this survey will be kept completely confidential. We will <u>not</u> be calling to sell you anything; we will <u>only</u> call to <u>verify</u> your participation.

Please record your name and phone number below:	
Name	
Phone Number: ()	

(QUESTION 100)

If you wear eyeglasses or contacts while using the computer, can you please put them on now?

Draft 12-6-17

#103-17128 COMPUTER HARDWARE SURVEY

MAIN QUESTIONNAIRE

(QUESTION 150)

RECORD CELL APPLIED TO:

CELL 1......()—Product Data Sheets 1A and 1B, (AFR <1%), N=210 CELL 2.......()—Product Data Sheets 2A and 2B (AFR <8%), N=210

(QUESTION 200)

First, for each question, if you don't know or don't have an answer, please don't guess, just indicate that you "don't know" or "don't have an answer" by typing in the words "don't know" and it will go on to the next question. Also, you should complete this survey without stopping in the middle, and please make sure not to consult anyone and not open another browser while working on this survey.

(QUESTION 210)

Please review the following product data sheets as you would if you were actually considering buying a hard-drive. Make sure to review all the product information, specs, and any other information.

(QUESTION 220)

{PROGRAMMER: INSERT APPROPRIATE DATA SHEET 1A or 2A}

First, please review the information on this first product data sheet. You may need to scroll down to see the entire page. When you are done, click on the >> at the bottom of the page to continue.

(QUESTION 230)

{PROGRAMMER: INSERT APPROPRIATE DATA SHEET 1B or 2B}

Now, please review the information on this second product data sheet. You may need to scroll down to see the entire page. When you are done, click on the >> at the bottom of the page to continue.

{Programming note: Please create 2 separate links on the bottom of the screen <u>for each</u> <u>question 250-265</u> for respondent to go back to view the <u>product data sheets from Q220 and Q230</u> if they should wish to.}

Links should say:

"If you would like to view the FIRST product data sheet" again, please click here"

"If you would like to view the SECOND product data sheet" again, please click here"

For the links that bring up the popup page:

At the top of each page it should say: "Click on the "X" to return to the question with an \rightarrow pointing to the "X"

(QUESTION 240)

You can go back and review again the product data sheets you saw by clicking on the appropriate link at the bottom of each screen.

{½ THE RESPONDENTS IN EACH CELL WILL BE ASKED Q.250A AND ½ WILL BE ASKED Q.250B} (QUESTION 250A)

Assuming you were considering buying this type of hard-drive and the product costs approximately \$79.00, how likely or unlikely would you be to buy the hard-drive shown on the product data sheets you just saw? — Would you say that you would <u>Definitely</u> buy it, you would <u>Probably</u> buy it, you <u>May or May Not</u> buy it, you would <u>Probably Not</u> buy it, or you would <u>Definitely Not</u> buy it? (Select <u>one</u> response)

"If you would like to view the FIRST product data sheet" again, please click here"
"If you would like to view the SECOND product data sheet" again, please click here"

- 1: Definitely buy it
- 2: Probably buy it
- 3: May or may not buy it
- 4: Probably not buy it
- 5: Definitely not buy it

(QUESTION 250B)

Assuming you were considering buying this type of hard-drive and the product costs approximately \$79.00, how likely or unlikely would you be to buy the hard-drive shown on the product data sheets you just saw? — Would you say that you would <u>Definitely not</u> buy it, you would <u>Probably not</u> buy it, you <u>May or May Not</u> buy it, you would <u>Probably</u> buy it, or you would <u>Definitely</u> buy it? (Select <u>one</u> response)

"If you would like to view the FIRST product data sheet" again, please click here"
"If you would like to view the SECOND product data sheet" again, please click here"

- 5: Definitely not buy it
- 4: Probably not buy it
- 3: May or may not buy it
- 2: Probably buy it
- 1: Definitely buy it

(QUESTION 260)

What makes you say that you would (INSERT ANSWER FROM Q250a/Q250b)? Please type your answer below. Please be specific and include details.

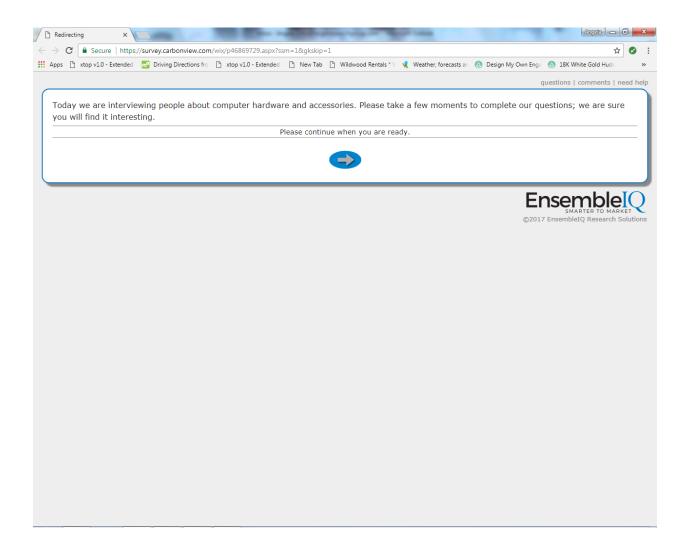
"If you would like to view the FIRST product data sheet" again, please click here" "If you would like to view the SECOND product data sheet" again, please click here"
QUESTION 265)
ny other reason that you would (INSERT ANSWER FROM Q250a/Q250b)? Please type your nswer below. Please be specific and include details.
"If you would like to view the FIRST product data sheet" again, please click here"
"If you would like to view the SECOND product data sheet" again, please click here"

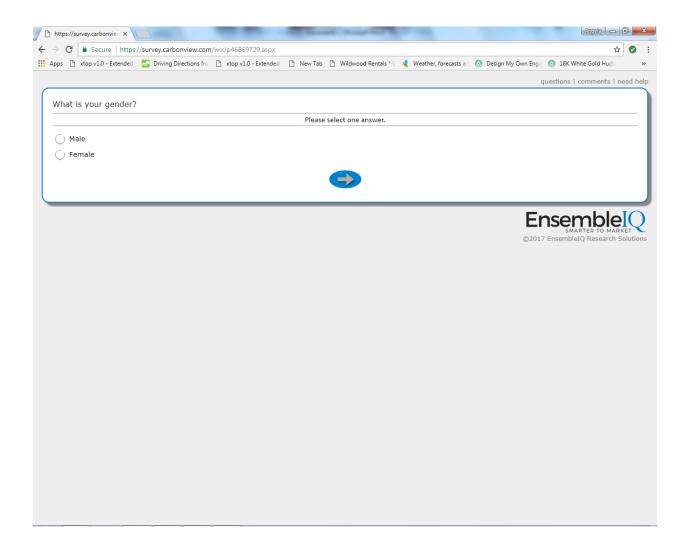
(QUESTION 270) In general, what have been the main uses of the hard-drive(s) you bought in the past six years? Please type your answer below. Please be specific and include details.
(QUESTION 275) {Programmer: Q275 CAN BE BLANK, IF SO, SKIP TO Q280}
Any other hard-drive uses? Please type your answer below. Please be specific and include details.
(QUESTION 280) In general, what features or characteristics of hard-drives do you consider most important when deciding which hard-drive to buy? Please type your answer below. Please be specific and include details.
(QUESTION 285) {Programmer: Q285 CAN BE BLANK, IF SO, SKIP TO Q300} Any other hard-drive features or characteristics that you consider important when deciding which hard-drive to buy? Please type your answer below. Please be specific and include details.

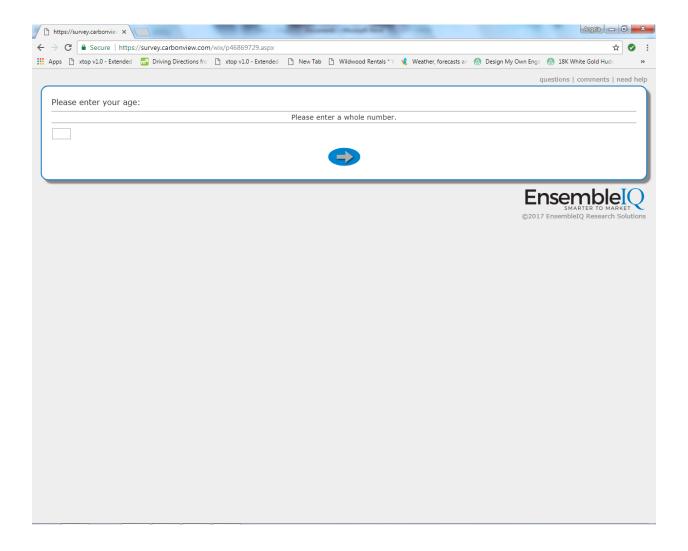
(QUESTION 300)

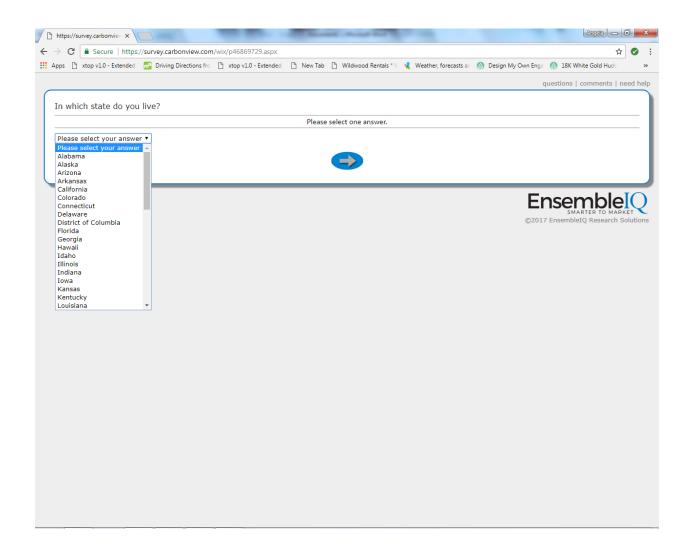
Those are all of our questions. Thank you for your time.

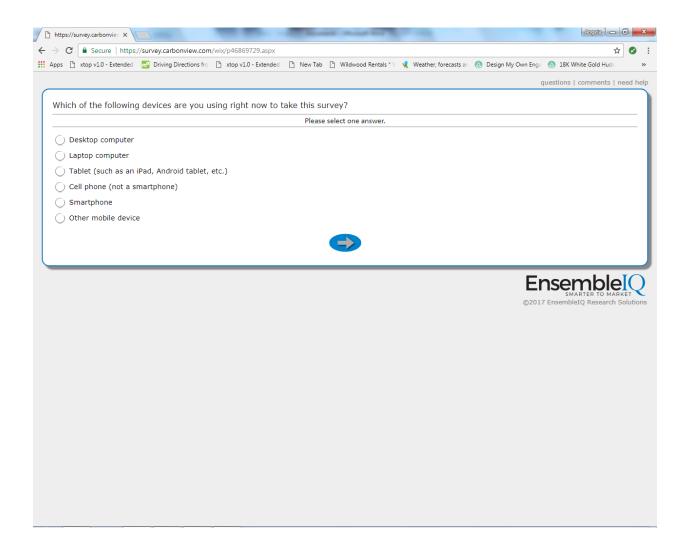
EXHIBIT E1

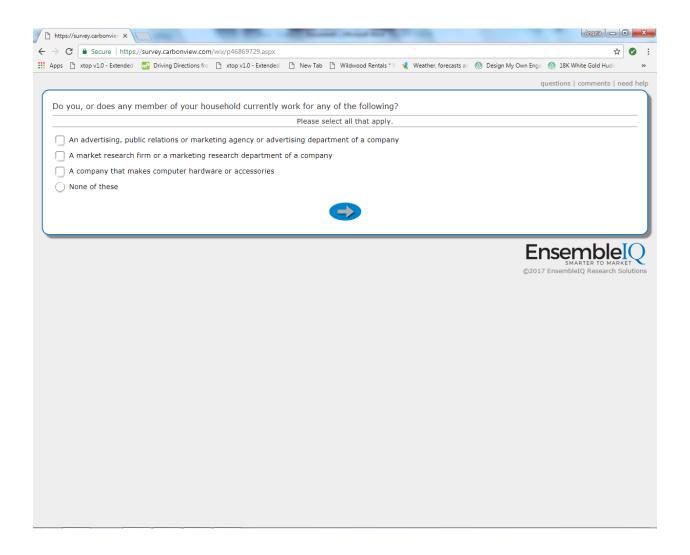


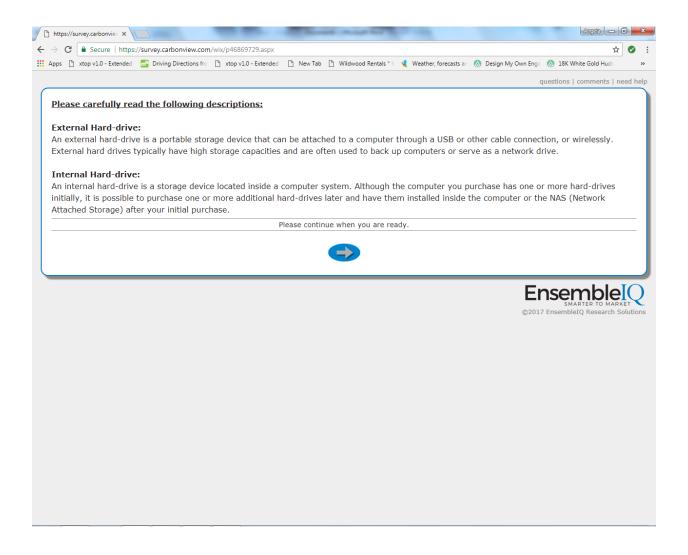


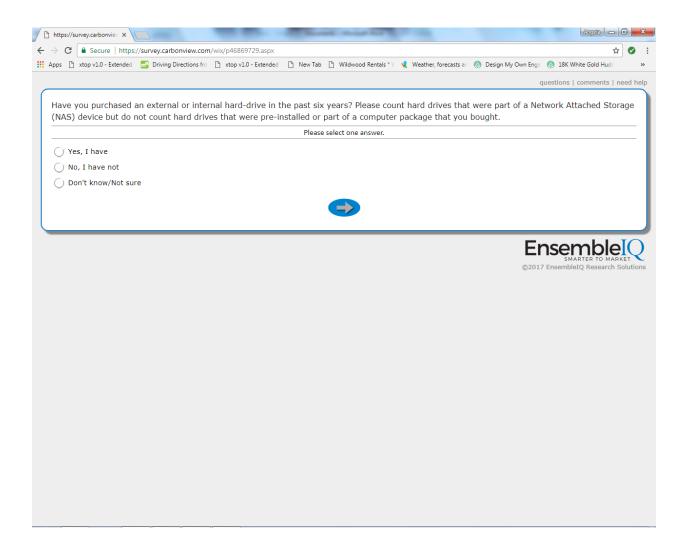


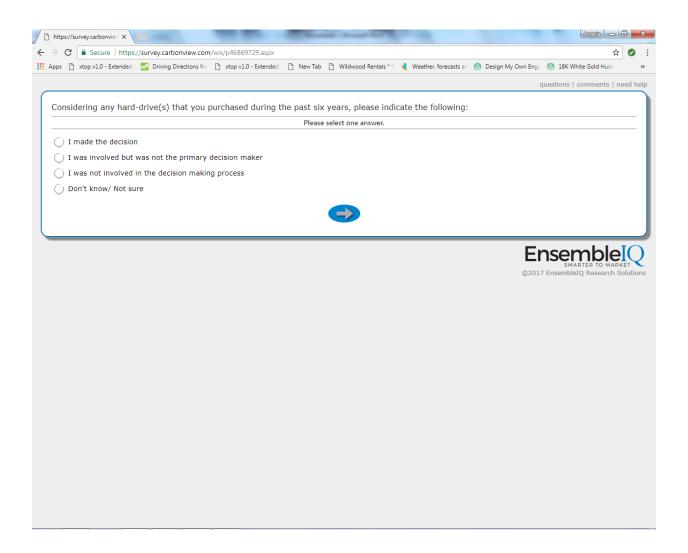


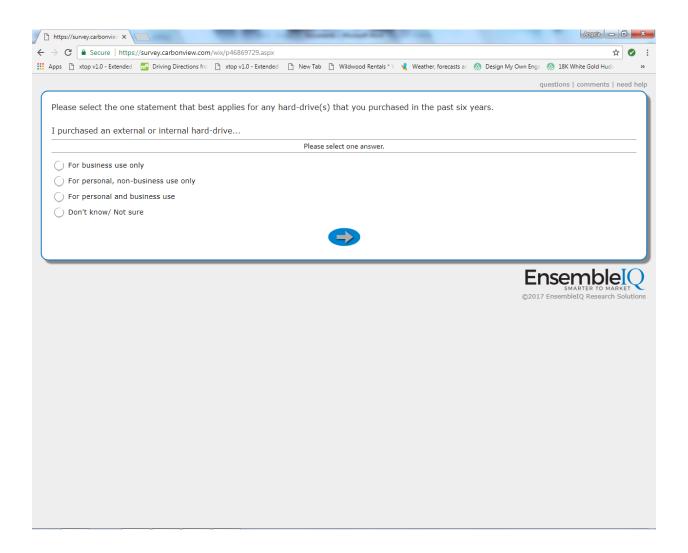


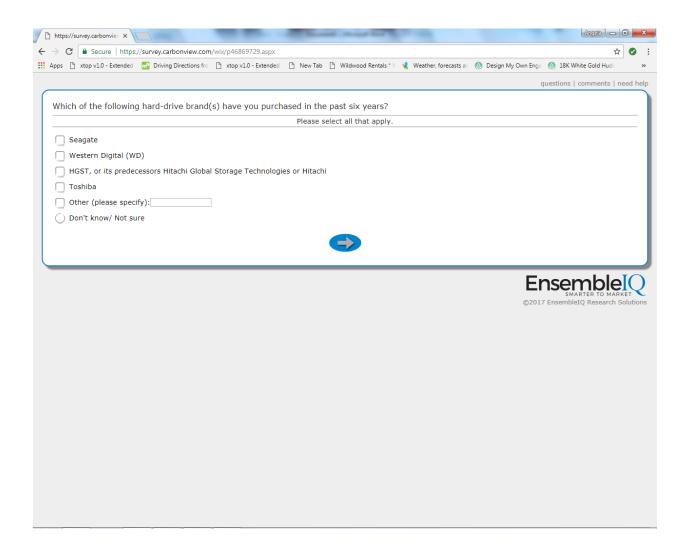


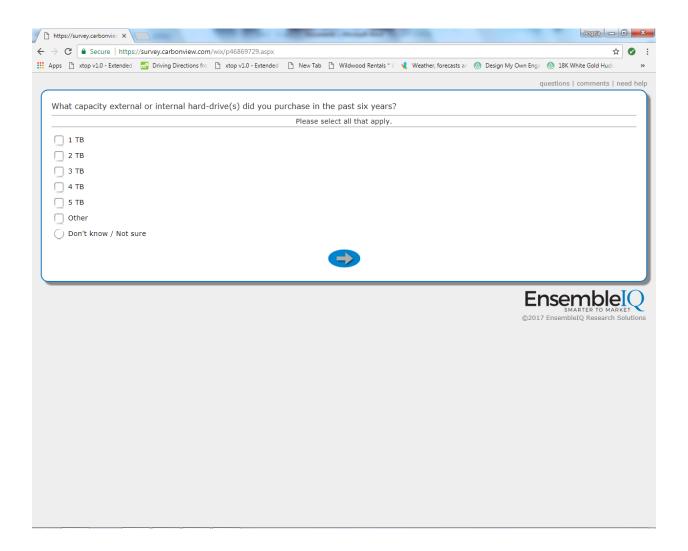


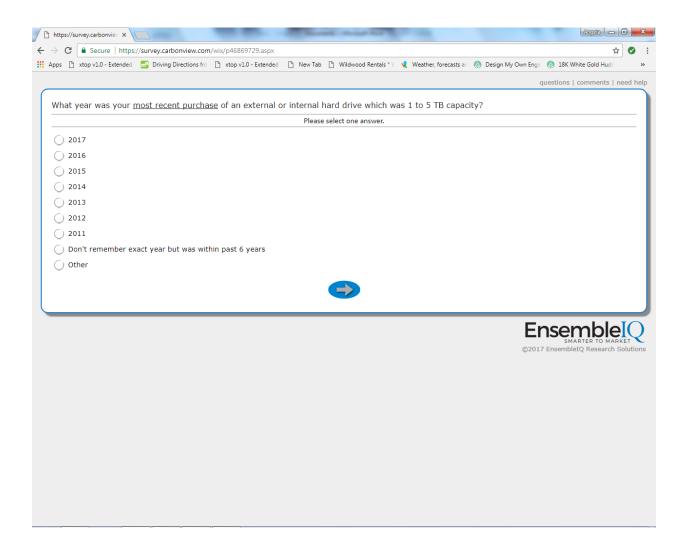


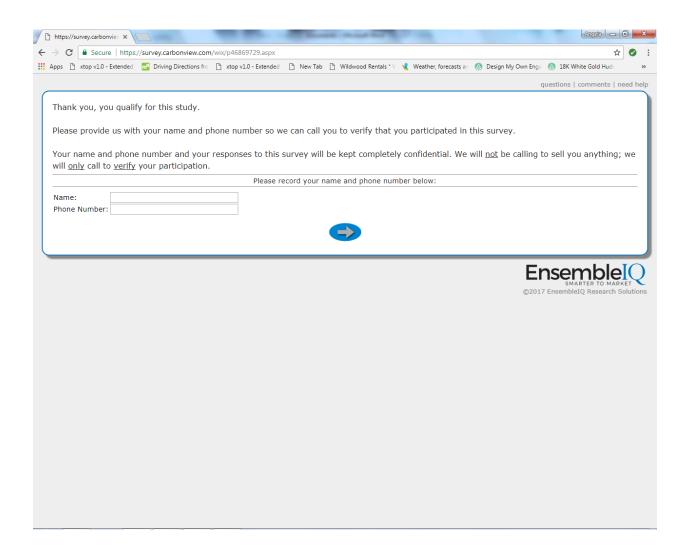


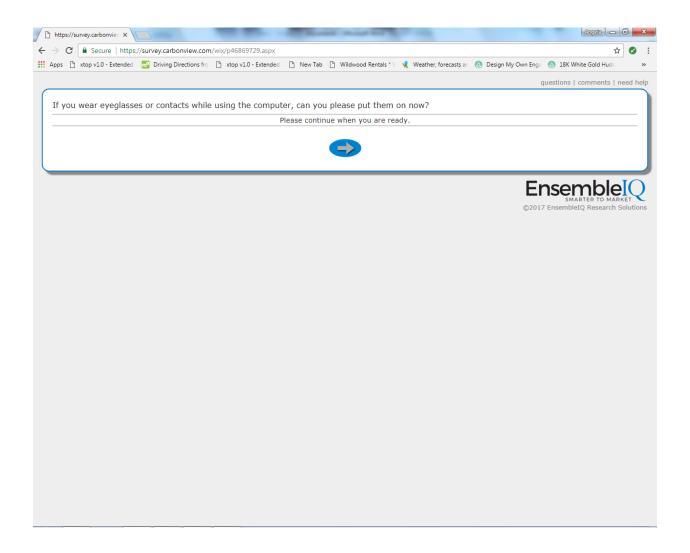


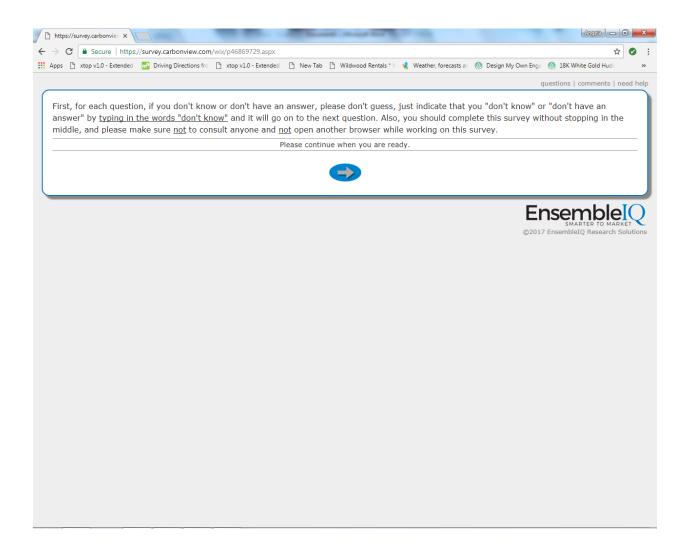


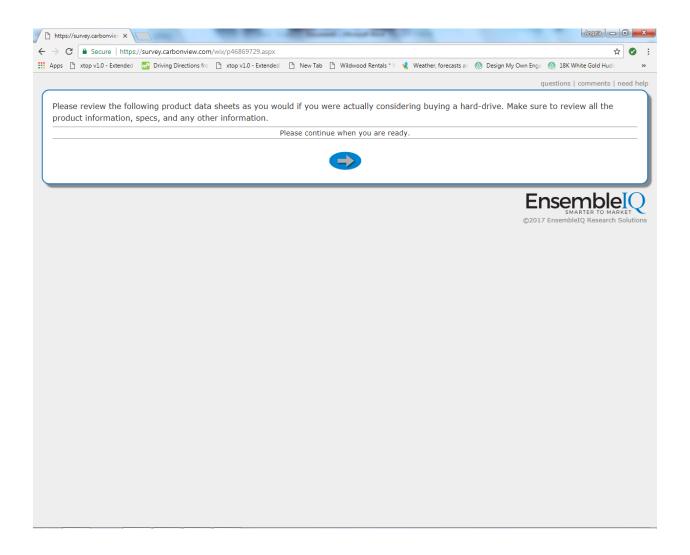


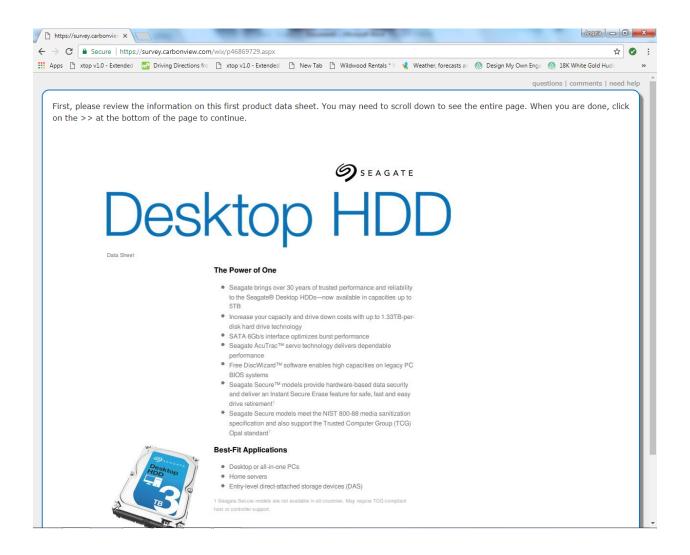


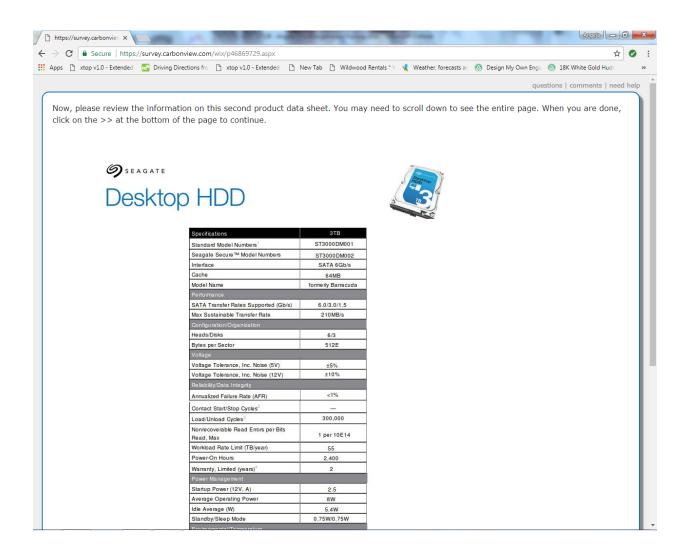


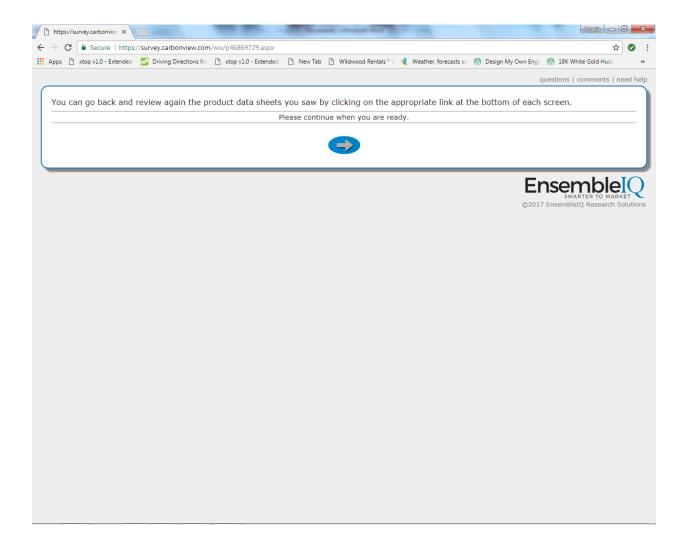


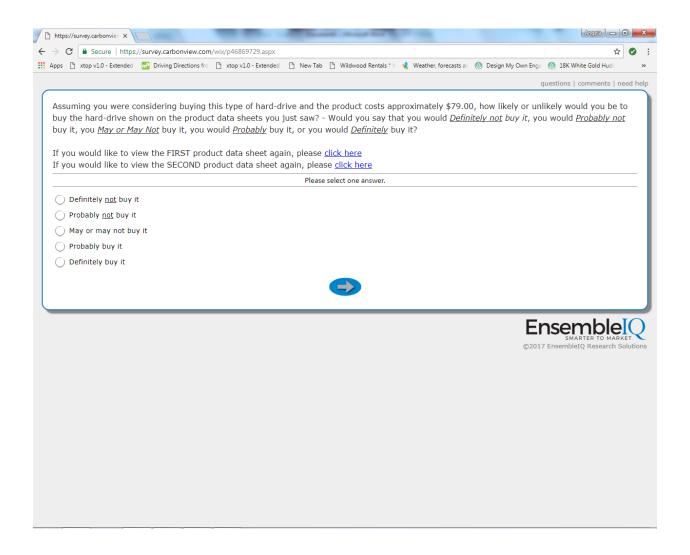


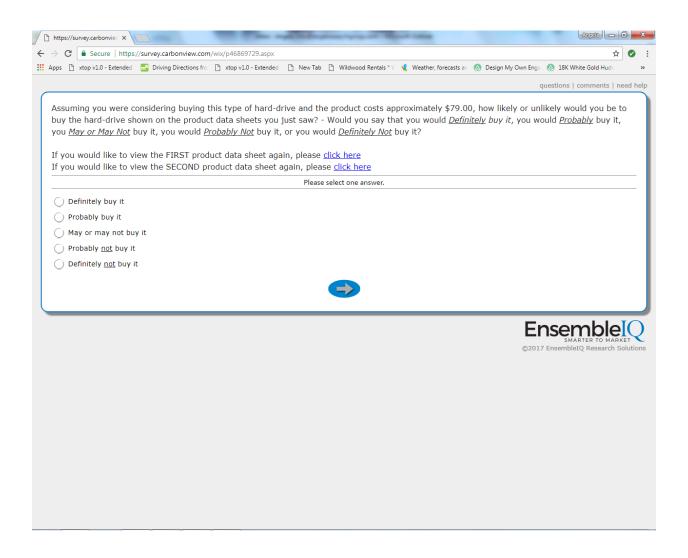


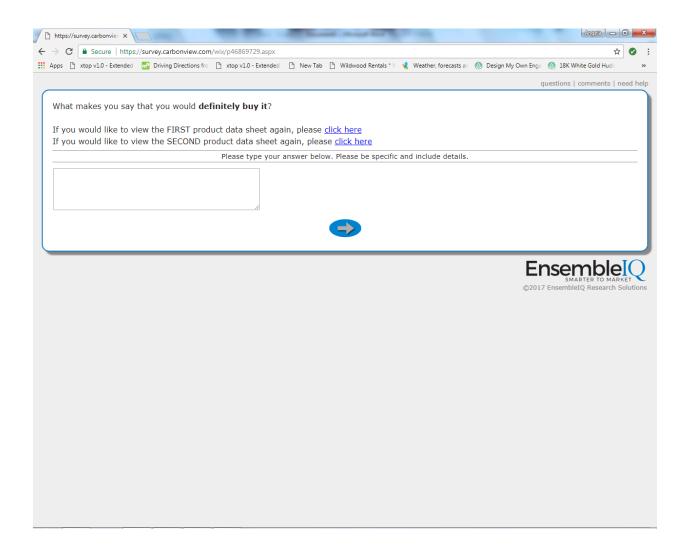


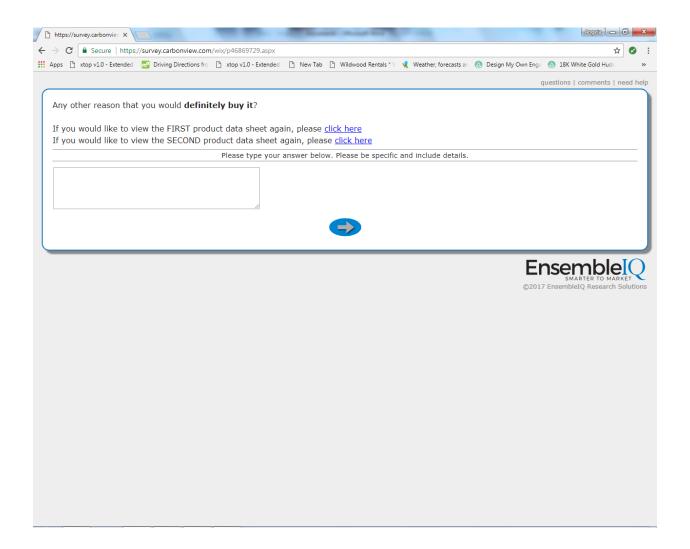


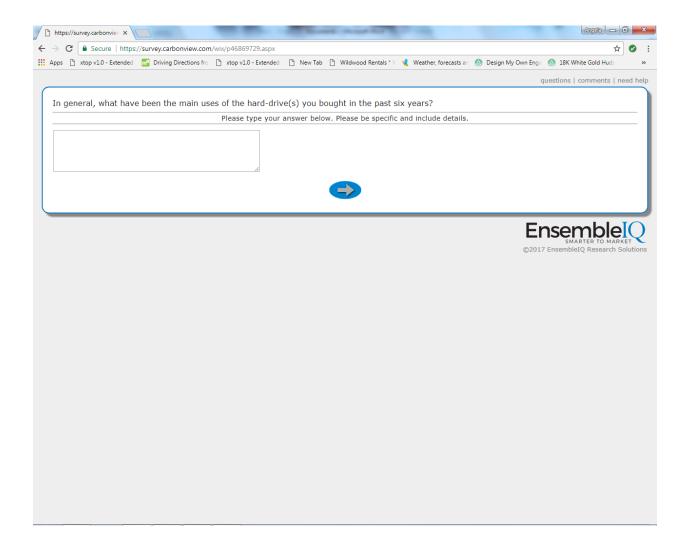


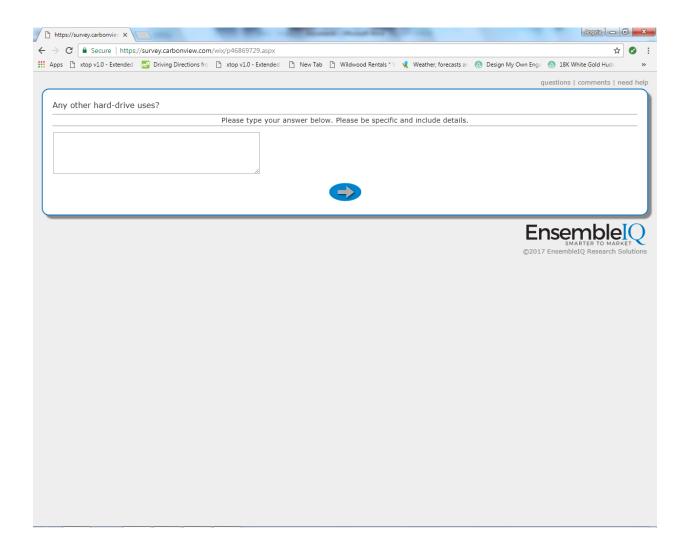


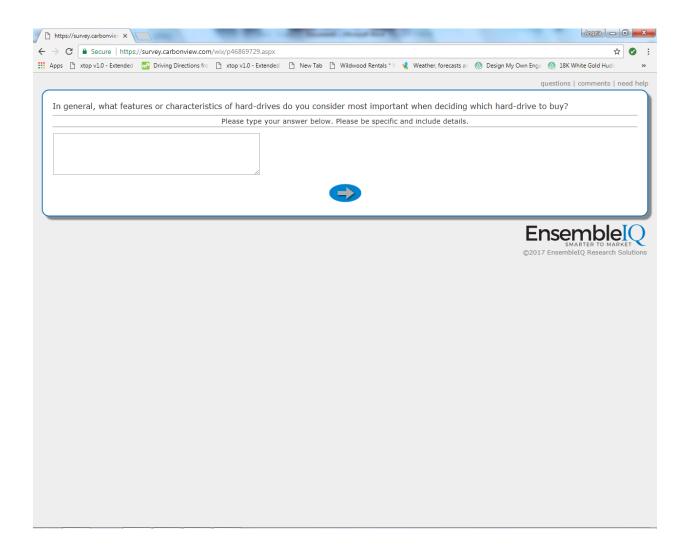


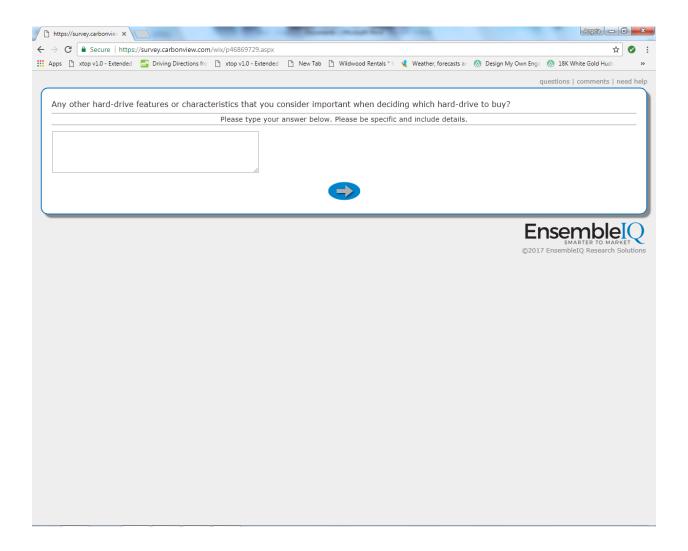












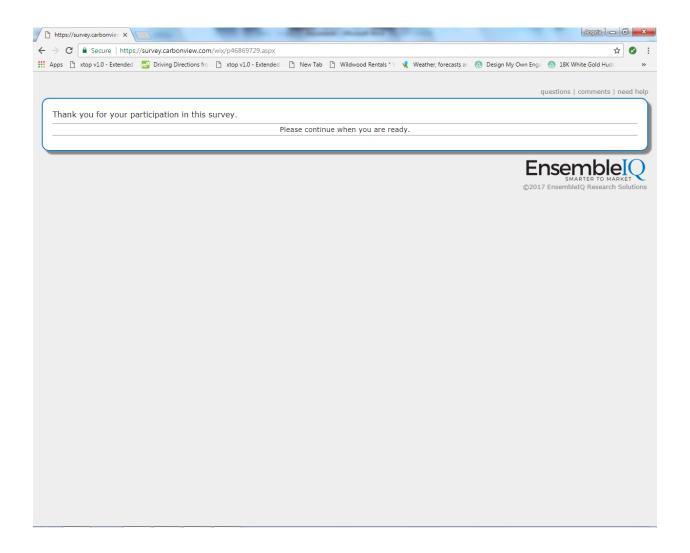
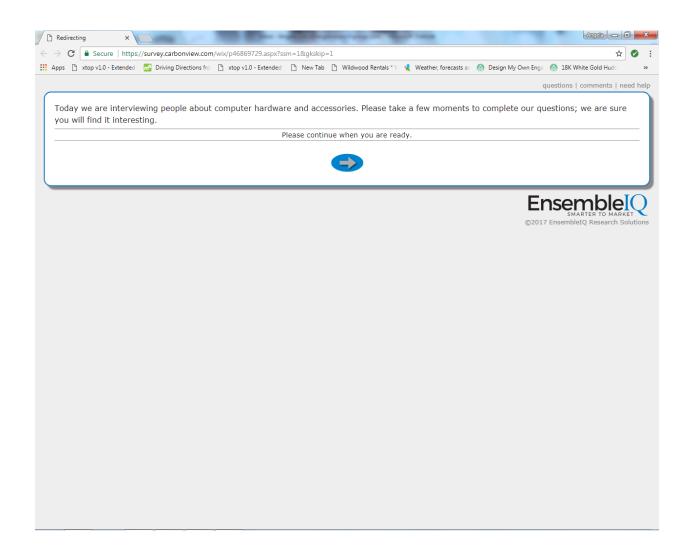
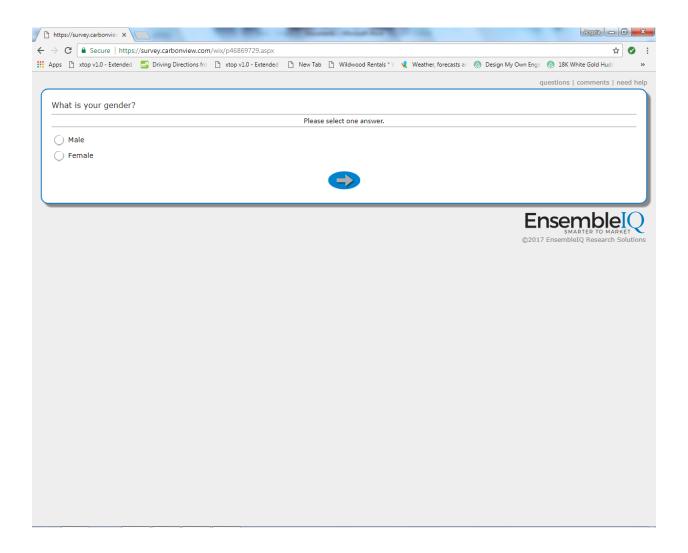
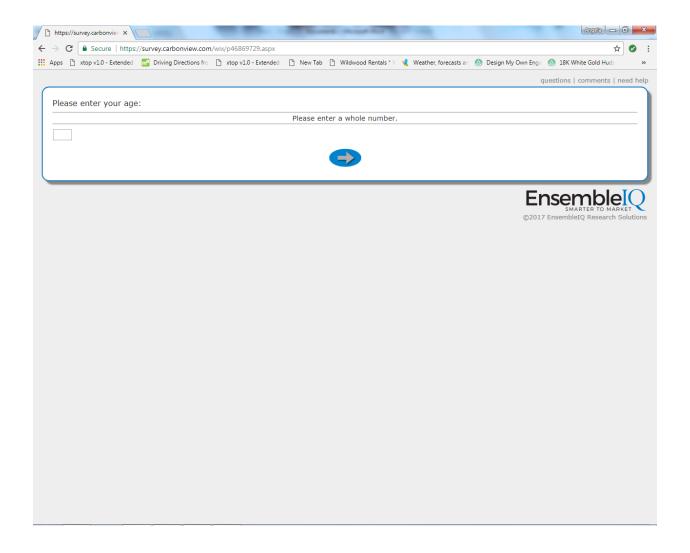
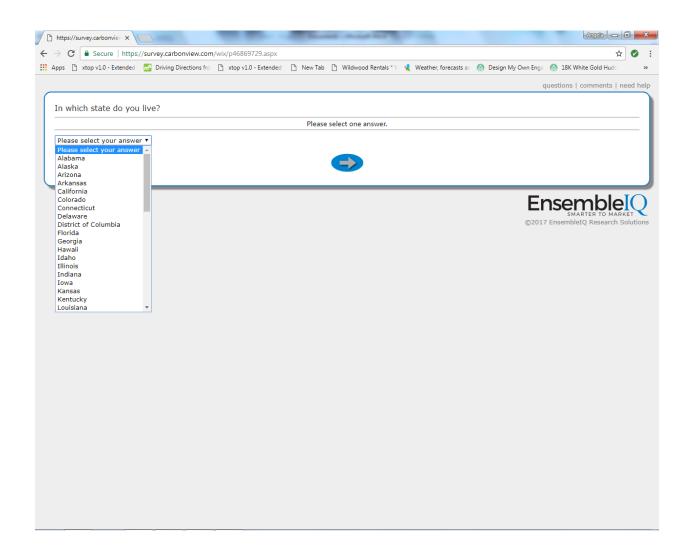


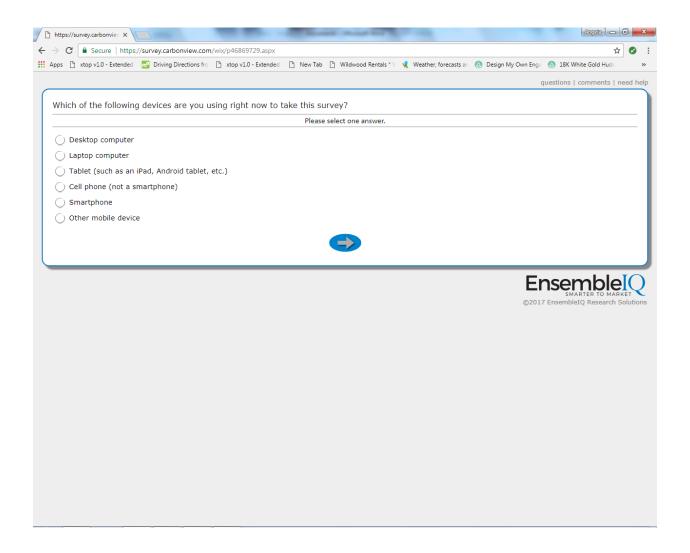
EXHIBIT E2

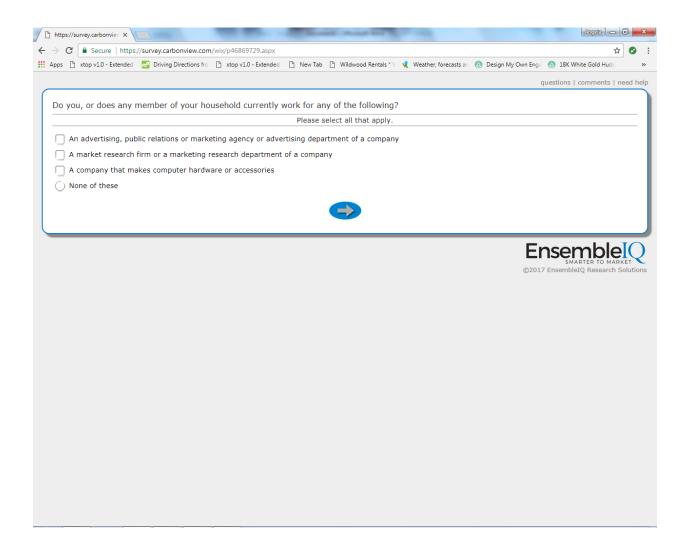


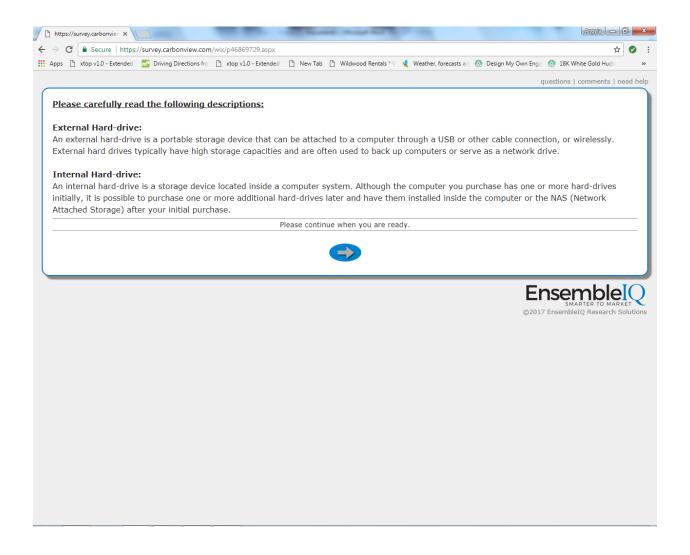


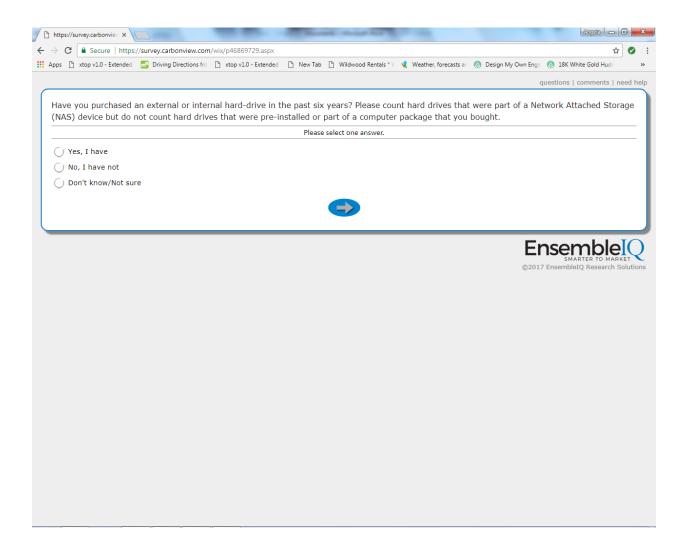


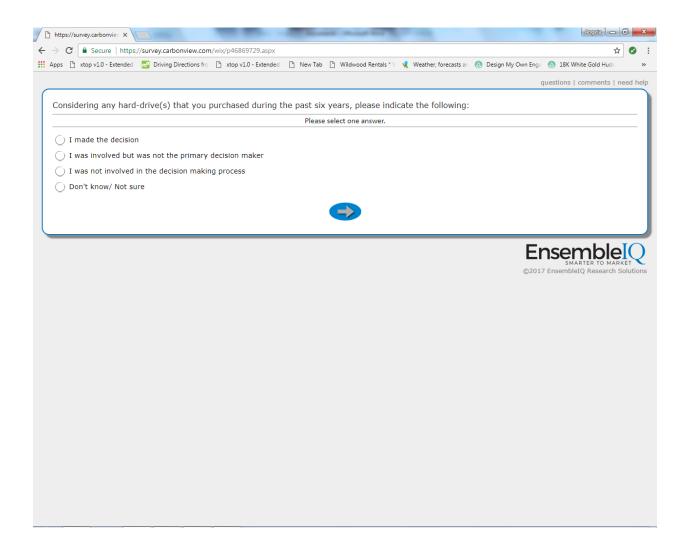


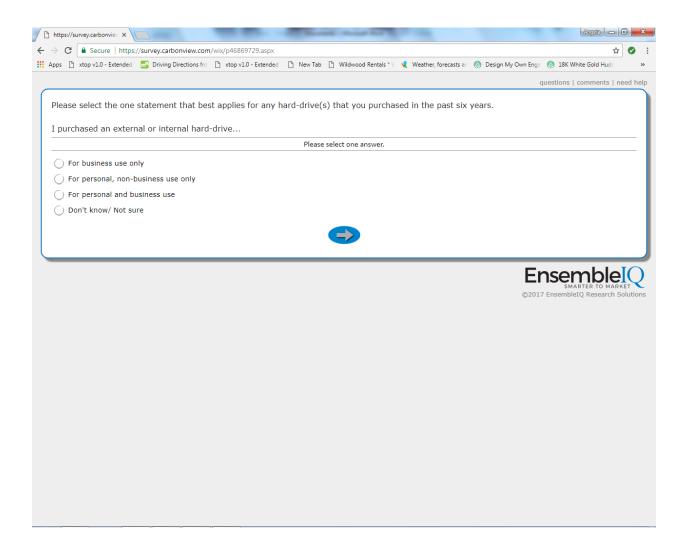


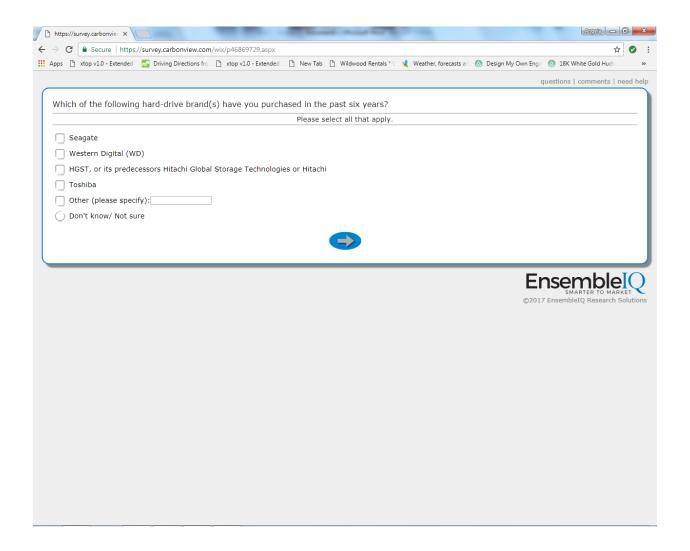


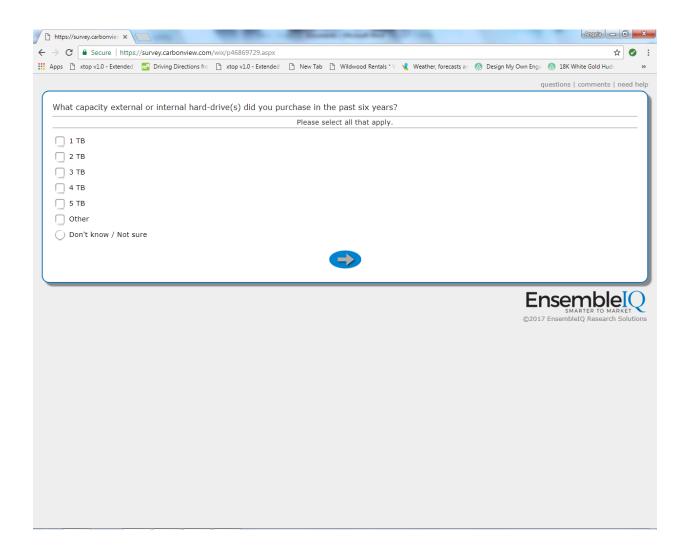


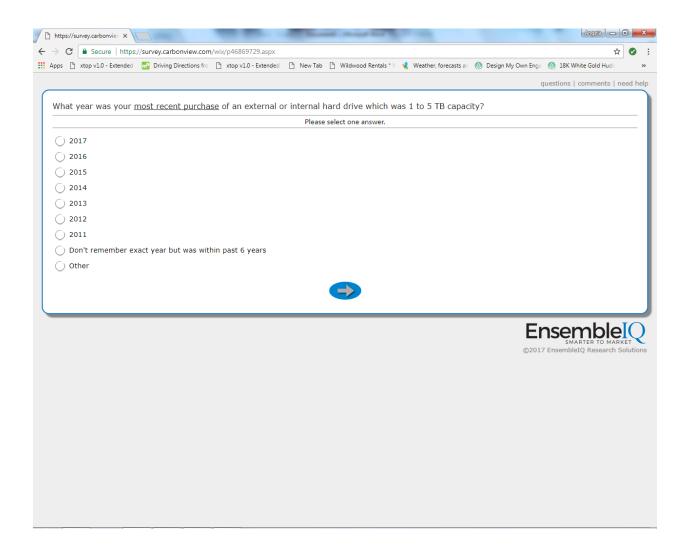


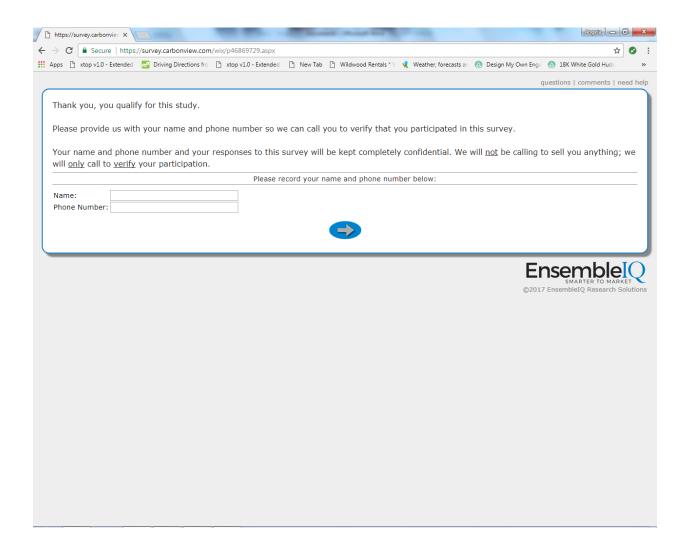


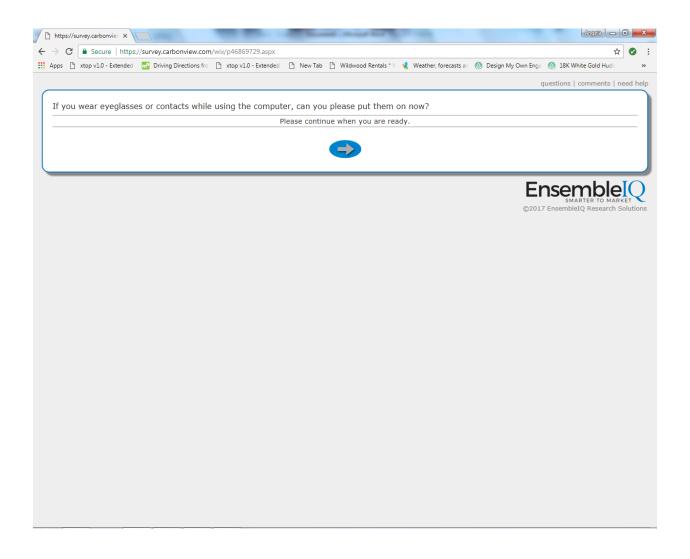


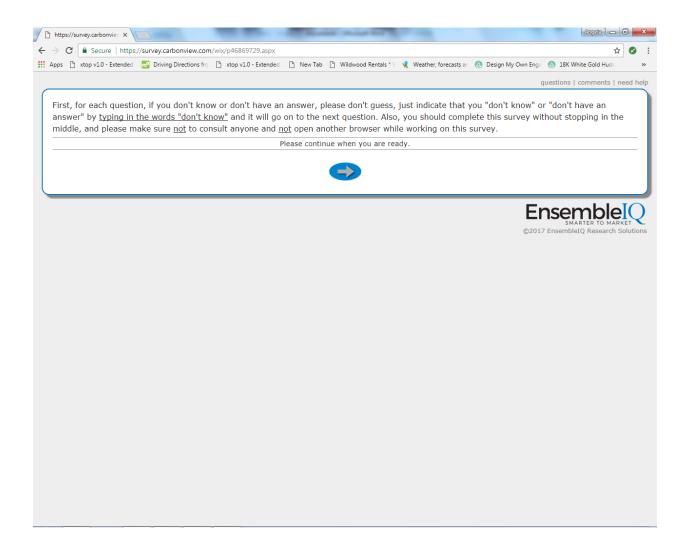


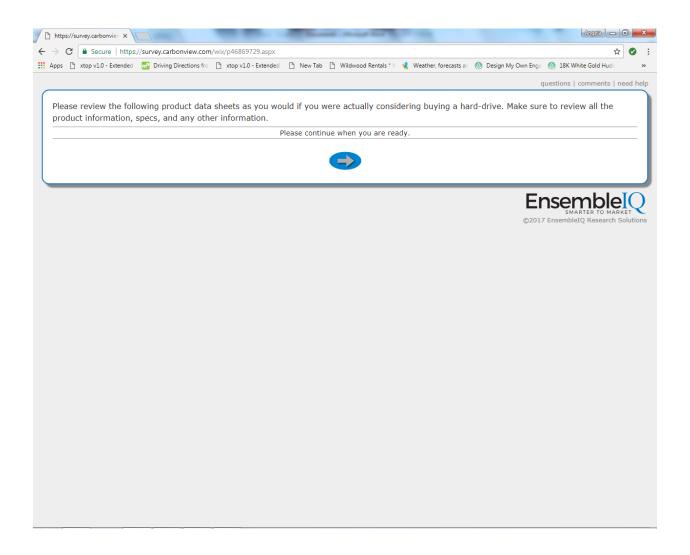


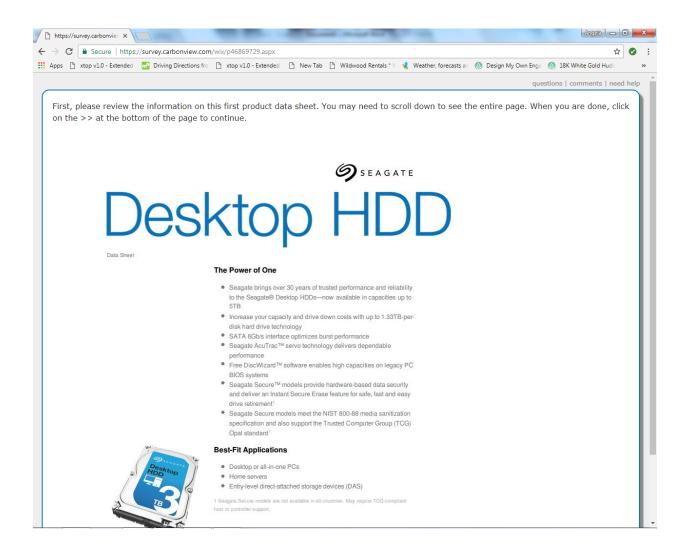


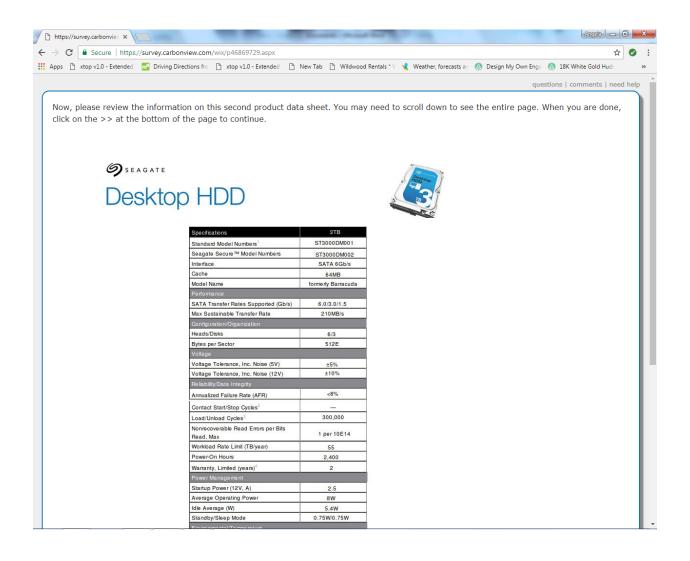


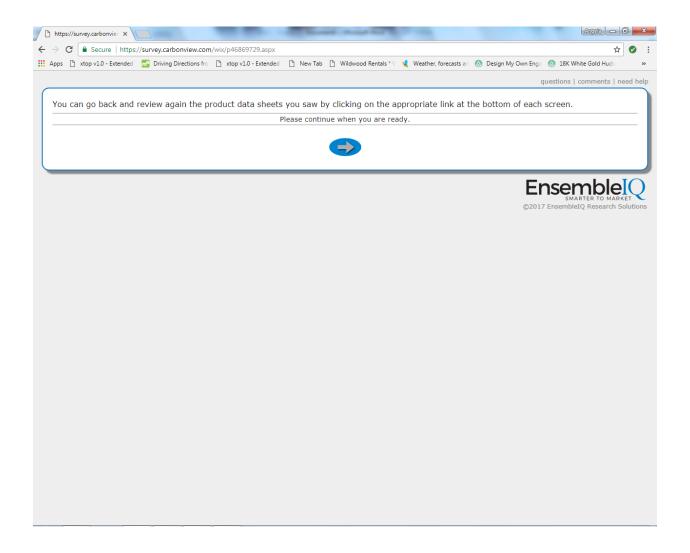


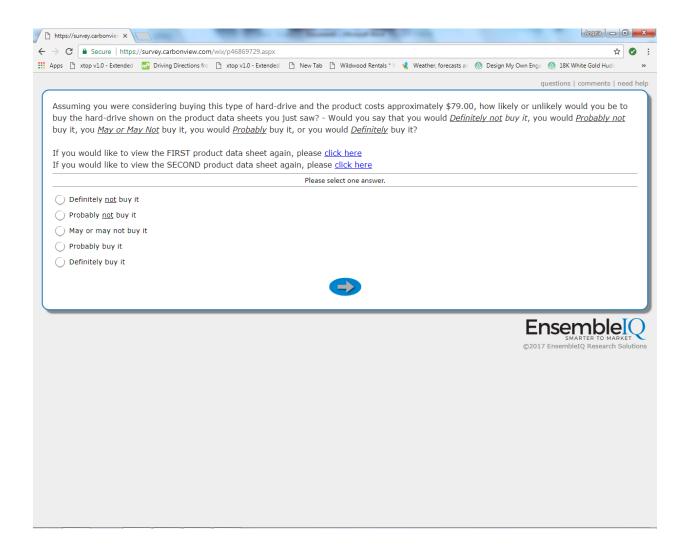


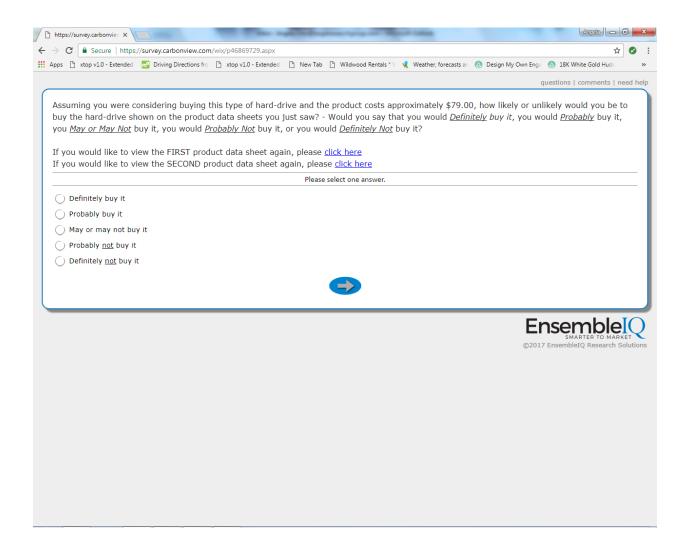


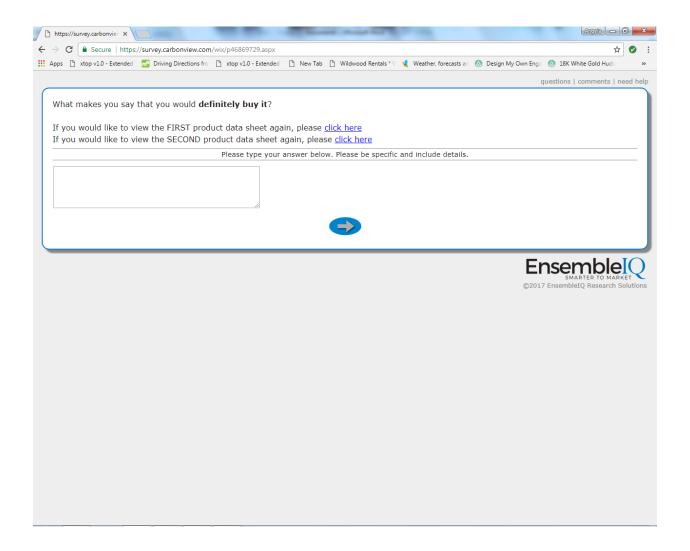


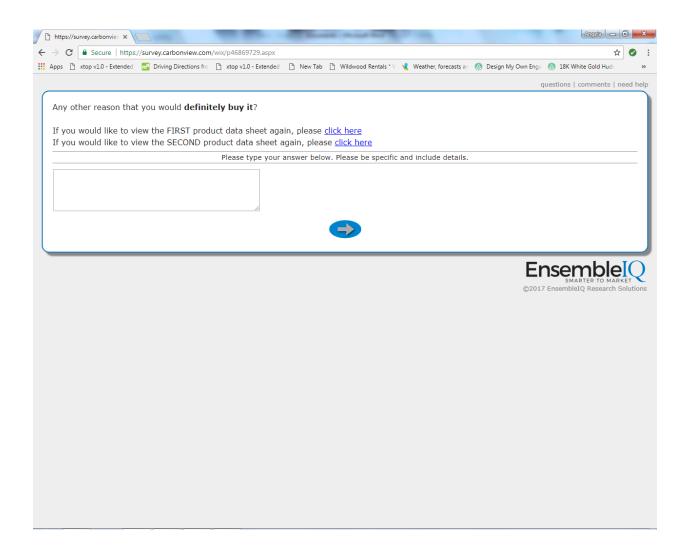


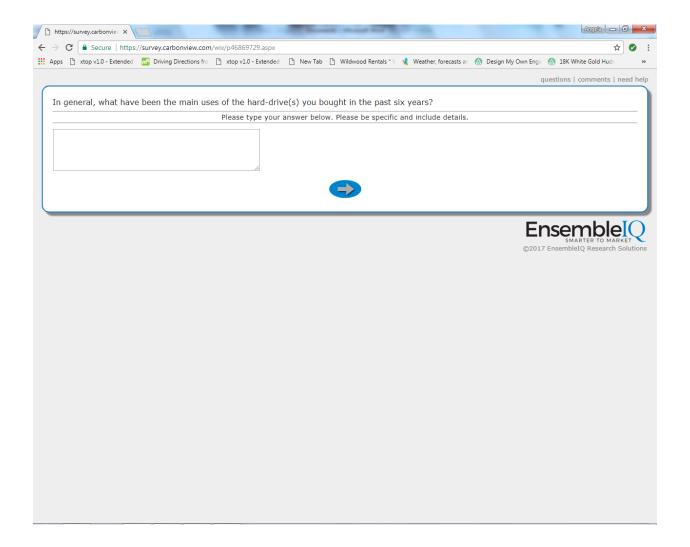


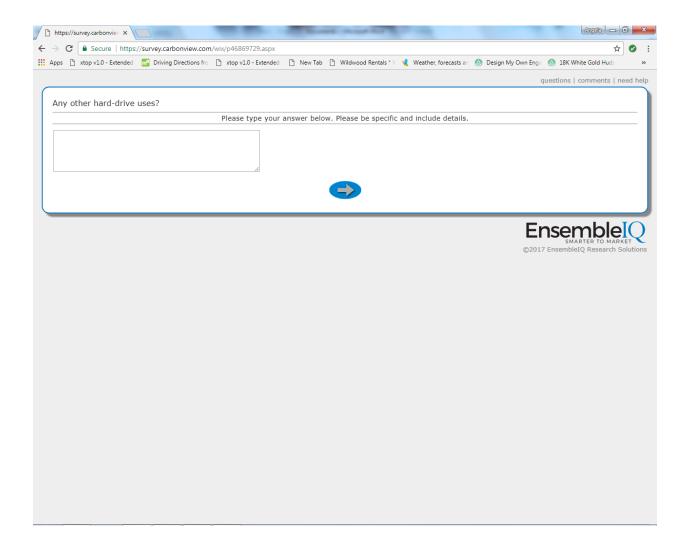


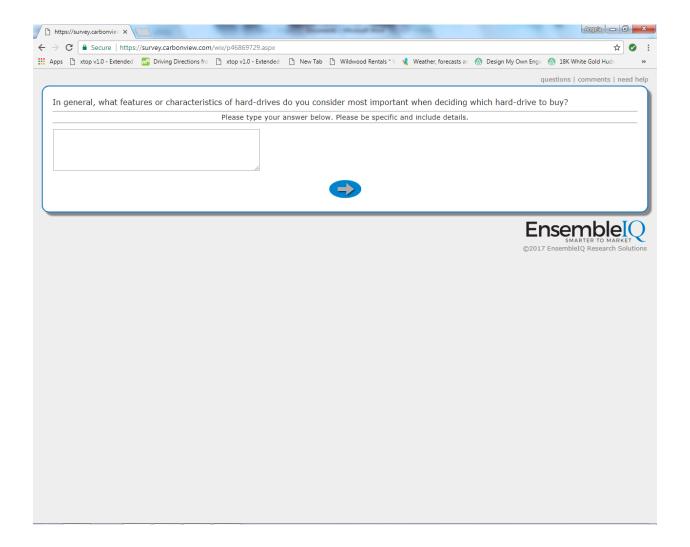


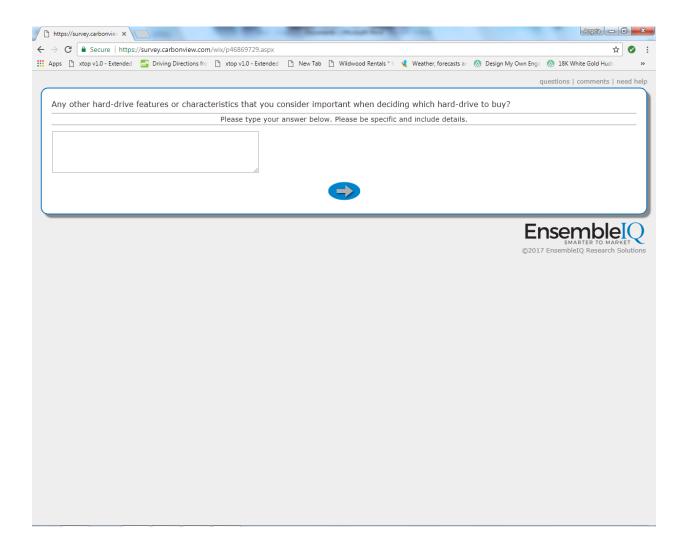












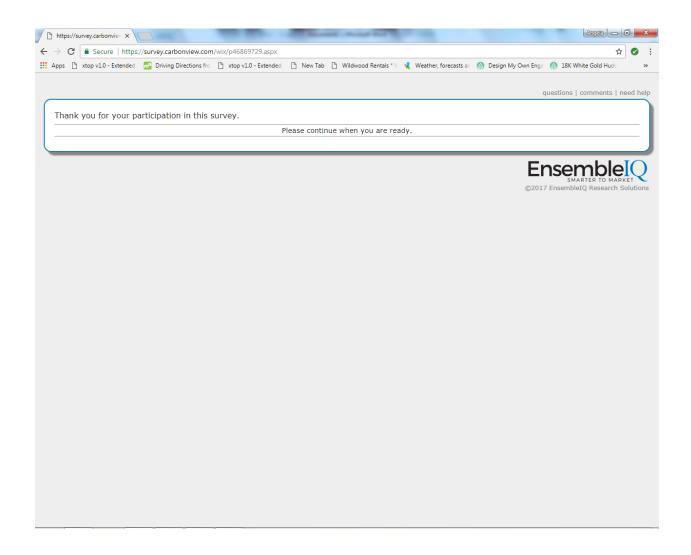


EXHIBIT F

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TARGET RESEARCH GROUP INC. COMPUTER HARDWARE SURVEY (#103-17128)

Page	Table	Title
1	1	Q.15/Q.20 - GENDER/AGE
14	2	Q.25 - STATE
18	3	Q.50 - HAVE YOU PURCHASED AN EXTERNAL OR INTERNAL HARD-DRIVE IN THE PAST SIX YEARS? PLEASE COUNT HARD DRIVES THAT WERE PART OF A NETWORK ATTACHED STORAGE (NAS) DEVICE BUT DO NOT COUNT HARD DRIVES THAT WERE PRE-INSTALLED OR PART OF A COMPUTER PACKAGE THAT YOU BOUGHT.
19	4	Q.55 - CONSIDERING ANY HARD-DRIVE(S) THAT YOU PURCHASED DURING THE PAST SIX YEARS, PLEASE INDICATE THE FOLLOWING:
20	5	Q.60 - PLEASE SELECT THE ONE STATEMENT THAT BEST APPLIES FOR ANY HARD-DRIVE(S) THAT YOU PURCHASED IN THE PAST SIX YEARS.
21	6	Q.65 - WHICH OF THE FOLLOWING HARD-DRIVE BRAND(S) HAVE YOU PURCHASED IN THE PAST SIX YEARS?
22	7	Q.70 - WHAT CAPACITY EXTERNAL OR INTERNAL HARD-DRIVE(S) DID YOU PURCHASE IN THE PAST SIX YEARS?
23	8	Q.75 - WHAT YEAR WAS YOUR MOST RECENT PURCHASE OF AN EXTERNAL OR INTERNAL HARD DRIVE WHICH WAS 1 TO 5 TB CAPACITY?
24	9	Q.250A/Q.250B - ASSUMING YOU WERE CONSIDERING BUYING THIS TYPE OF HARD-DRIVE AND THE PRODUCT COSTS APPROXIMATELY \$79.00, HOW LIKELY OR UNLIKELY WOULD YOU BE TO BUY THE HARD-DRIVE SHOWN ON THE PRODUCT DATA SHEETS YOU JUST SAW?
25	10	Q.260/Q.265-1 - WHAT MAKES YOU SAY THAT YOU WOULD DEFINITELY/PROBABLY BUY IT? ANY OTHER REASON WHY YOU WOULD DEFINITELY/PROBABLY BUY IT?
32	11	Q.260/Q.265-2 - WHAT MAKES YOU SAY THAT YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT? ANY OTHER REASON WHY YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?
37	12	Q.270/Q.275 - IN GENERAL, WHAT HAVE BEEN THE MAIN USES OF THE HARD-DRIVE(S) YOU BOUGHT IN THE PAST SIX YEARS? ANY OTHER HARD-DRIVE USES?
40	13	Q.280/Q.285 - IN GENERAL, WHAT FEATURES OR CHARACTERISTICS OF HARD-DRIVES DO YOU CONSIDER MOST IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY? ANY OTHER HARD-DRIVE FEATURES OR CHARACTERISTICS THAT YOU CONSIDER IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY?

SMRH:485085576.1 -2-

Q.15/Q.20 - GENDER/AGE

	AFR <1% 	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
TOTAL		
18 - 35 YEARS (NET)		61 28.8
18	2 0.9	0
19	1 0.5	0 0
20	2 0.9	2 0.9
21	3 1.4	2 0.9
22	0	4 1.9
23	1 0.5	0
24	3 1.4	2 0.9
25	2 0.9	8 3.8
26	3 1.4	3 1.4
27	6 2.8	6 2.8
28	4 1.8	5 2.4
29	3 1.4	3 1.4
30	8 3.7	7 3.3
31	3 1.4	3 1.4

SMRH:485085576.1 -3-

Page 1

SMRH:485085576.1 -4-

Q.15/Q.20 - GENDER/AGE

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
32	9 4.1	3 1.4
33	4 1.8	1 0.5
34	5 2.3	6 2.8
35	11 5.0	6 2.8
36 - 50 YEARS (NET)	75 34.4	67 31.6
36	6 2.8	7 3.3
37	5 2.3	9 4.2
38	7 3.2	5 2.4
39	8 3.7	4 1.9
40	3 1.4	2 0.9
41	6 2.8	2 0.9
42	8 3.7	5 2.4
43	3 1.4	3 1.4
44	5 2.3	4 1.9
45	5 2.3	3 1.4

SMRH:485085576.1 -5-

Page 2

Q.15/Q.20 - GENDER/AGE

	CELL1	CELL2
	AFR <1%	AFR <8%
BASE: TOTAL RESPONDENTS	218	212
46	1 0.5	4 1.9
47	4 1.8	6 2.8
48	4 1.8	5 2.4
49	1 0.5	1 0.5
50	9 4.1	7 3.3
51 YEARS OR OLDER (NET)	73 33.5	84 39.6
51	2 0.9	6 2.8
52	3 1.4	4 1.9
53	5 2.3	6 2.8
54	4 1.8	4 1.9
55	2 0.9	1 0.5
56	7 3.2	4 1.9
57	2 0.9	3 1.4
58	4 1.8	5 2.4
59	2 0.9	5 2.4

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Page 3

Q.15/Q.20 - GENDER/AGE

BASE: TOTAL RESPONDENTS	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
60	7 3.2	3 1.4
61	5 2.3	3 1.4
62	3 1.4	5 2.4
63	5 2.3	2 0.9
64	0	3 1.4
65	3 1.4	4 1.9
66	2 0.9	2
67	1 0.5	2 0.9
68	3 1.4	3 1.4
69	3 1.4	3 1.4
70	2 0.9	2
71	0	3 1.4
72	0	3 1.4
73	0	2 0.9
74	1 0.5	2 0.9

SMRH:485085576.1 -7-

Page 4

Q.15/Q.20 - GENDER/AGE

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
75	2	1 0.5
76	2 0.9	1 0.5
77	1 0.5	1 0.5
79	1 0.5	0
80	1 0.5	0
85	0	1 0.5
MEAN AGE: TOTAL STD. DEV. STD. ERR.	44.58 14.32 0.970	15.12
MALES	108 49.5	
18 - 35 YEARS (NET)	28 12.8	18 8.5
19	1 0.5	0
20	0	1 0.5
21	1 0.5	0
22	0	3 1.4
23	1 0.5	0
24	1 0.5	0

SMRH:485085576.1 -8-

Page 5

SMRH:485085576.1 -9-

Q.15/Q.20 - GENDER/AGE

BASE: TOTAL RESPONDENTS	AFR <1% 	CELL2 AFR <8%
25	0	2
26	2	1 0.5
27	4 1.8	2
28	1 0.5	1 0.5
29	1 0.5	1 0.5
30	2	2 0.9
31	3 1.4	0
32	2 0.9	0
33	3 1.4	0
34	2 0.9	3 1.4
35	4 1.8	2 0.9
36 - 50 YEARS (NET)	30 13.8	36 17.0
36	3 1.4	4 1.9
37	2 0.9	3 1.4
38	1 0.5	4 1.9

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Page 6

Q.15/Q.20 - GENDER/AGE

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
39	5 2.3	2 0.9
40	1 0.5	1 0.5
41	0.9	1 0.5
42	3 1.4	0.9
43	1 0.5	3 1.4
44	2 0.9	1 0.5
45	1 0.5	2 0.9
46	1 0.5	2 0.9
47	2 0.9	3 1.4
48	2 0.9	4 1.9
50	4 1.8	4 1.9
51 YEARS OR OLDER (NET)	50 22.9	51 24.1
51	1 0.5	3 1.4
52	2 0.9	2 0.9
53	2 0.9	2 0.9

SMRH:485085576.1 -11-

Page 7

Q.15/Q.20 - GENDER/AGE

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
54	3 1.4	3 1.4
55	1 0.5	1 0.5
56	3 1.4	2 0.9
57	1 0.5	0
58	4 1.8	0.9
59	2 0.9	3 1.4
60	4 1.8	3 1.4
61	3 1.4	0.9
62	2 0.9	3 1.4
63	4 1.8	1 0.5
64	0	2 0.9
65	3 1.4	3 1.4
66	1 0.5	2 0.9
67	1 0.5	2 0.9
68	3 1.4	2 0.9

SMRH:485085576.1 -12-

Page 8

Q.15/Q.20 - GENDER/AGE

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
69	3 1.4	0
70	0	0.9
71	0	3 1.4
72	0	0.9
73	0	0.9
74	1 0.5	1 0.5
75	2 0.9	0
76	2 0.9	1 0.5
77	1 0.5	1 0.5
79	1 0.5	0
85	0	1 0.5
MEAN AGE: MALE STD. DEV. STD. ERR.	48.39 15.18 1.461	50.09 15.08 1.472
FEMALES	110 50.5	107 50.5
18 - 35 YEARS (NET)	42 19.3	43 20.3
18	2	0

SMRH:485085576.1 -13-

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SMRH:485085576.1 -14-

Q.15/Q.20 - GENDER/AGE

BASE: TOTAL RESPONDENTS	AFR <1% 	CELL2 AFR <8%
20	2	1 0.5
21	2	2
22	0	1 0.5
24	2	2 0.9
25	2	6 2.8
26	1 0.5	2 0.9
27	2 0.9	4 1.9
28	3 1.4	4 1.9
29	2 0.9	2 0.9
30	6 2.8	5 2.4
31	0	3 1.4
32	7 3.2	3 1.4
33	1 0.5	1 0.5
34	3 1.4	3 1.4
35	7 3.2	4 1.9

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Page 10

Q.15/Q.20 - GENDER/AGE

	AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
36 - 50 YEARS (NET)	45 20.6	31 14.6
36	3 1.4	3 1.4
37	3 1.4	6 2.8
38	6 2.8	1 0.5
39	3 1.4	2 0.9
40	2	1 0.5
41	4 1.8	1 0.5
42	5 2.3	3 1.4
43	2	0
44	3 1.4	3 1.4
45	4 1.8	1 0.5
46	0	2 0.9
47	2	3 1.4
48	2	1 0.5
49	1 0.5	1 0.5

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Page 11

Q.15/Q.20 - GENDER/AGE

		CELL2
	AFR <1%	AFR <8%
BASE: TOTAL RESPONDENTS	218	212
50	5 2.3	3 1.4
51 YEARS OR OLDER (NET)	23 10.6	33 15.6
51	1 0.5	3 1.4
52	1 0.5	0.9
53	3 1.4	4 1.9
54	1 0.5	1 0.5
55	1 0.5	0
56	4 1.8	2 0.9
57	1 0.5	3 1.4
58	0	3 1.4
59	0	2 0.9
60	3 1.4	0
61	2 0.9	1 0.5
62	1 0.5	2 0.9
63	1 0.5	1 0.5

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Page 12

Q.15/Q.20 - GENDER/AGE

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
64	0	1 0.5
65	0	1 0.5
66	1 0.5	0
68	0	1 0.5
69	0	3 1.4
70	2 0.9	0
72	0 0	1 0.5
74	0 0	1 0.5
75	0 0	1 0.5
80	1 0.5	0
MEAN AGE: FEMALE STD. DEV. STD. ERR.	40.84 12.39 1.182	42.12 14.15 1.367

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Q.25 - STATE

BASE: TOTAL RESPONDENTS	AFR <1% 	CELL2 AFR <8%
NORTHEAST (NET)	42 19.3	50 23.6
CONNECTICUT	3 1.4	1 0.5
MAINE	1 0.5	3 1.4
MASSACHUSETTS	1 0.5	6 2.8
NEW HAMPSHIRE	2	3 1.4
RHODE ISLAND	1 0.5	0
NEW JERSEY	3 1.4	6 2.8
NEW YORK	19 8.7	20 9.4
PENNSYLVANIA	12 5.5	11 5.2
MIDWEST (NET)	56 25.7	36 17.0
ILLINOIS	12 5.5	4 1.9
INDIANA	6 2.8	2
MICHIGAN	9 4.1	9 4.2
OHIO	11 5.0	4 1.9
WISCONSIN	3 1.4	4 1.9

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Q.25 - STATE

BASE: TOTAL RESPONDENTS	AFR <1% 	CELL2 AFR <8%
IOWA	2 0.9	1 0.5
KANSAS	1 0.5	1 0.5
MINNESOTA	4 1.8	7 3.3
MISSOURI	7 3.2	3 1.4
NEBRASKA	1 0.5	0
SOUTH DAKOTA	0	1
SOUTH (NET)	84 38.5	85 40.1
DELAWARE	1 0.5	4 1.9
FLORIDA	19 8.7	20 9.4
GEORGIA	7 3.2	3 1.4
MARYLAND	5 2.3	4 1.9
NORTH CAROLINA	11 5.0	7 3.3
SOUTH CAROLINA	3 1.4	2 0.9
VIRGINIA	4 1.8	6 2.8
WEST VIRGINIA	0	5 2.4

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Q.25 - STATE

BASE: TOTAL RESPONDENTS	AFR <1% 	CELL2 AFR <8% 212
ALABAMA	4 1.8	5 2.4
KENTUCKY	4 1.8	2 0.9
MISSISSIPPI	1 0.5	0
TENNESSEE	1 0.5	4 1.9
ARKANSAS	3 1.4	2 0.9
LOUISIANA	5 2.3	1 0.5
OKLAHOMA	2 0.9	5 2.4
TEXAS	14 6.4	
WEST (NET)	36 16.5	41 19.3
ARIZONA	4 1.8	7 3.3
COLORADO	3 1.4	0
NEVADA	4 1.8	1 0.5
UTAH	1 0.5	4 1.9
CALIFORNIA	20 9.2	19 9.0
HAWAII	0	1 0.5

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TARGET RESEARCH GROUP INC.
COMPUTER HARDWARE SURVEY (#103-17128)

Q.25 - STATE

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
OREGON	0	4 1.9
WASHINGTON	4 1.8	5 2.4

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Table 3

Page 18

Q.50 - HAVE YOU PURCHASED AN EXTERNAL OR INTERNAL HARD-DRIVE IN THE PAST SIX YEARS? PLEASE COUNT HARD DRIVES THAT WERE PART OF A NETWORK ATTACHED STORAGE (NAS) DEVICE BUT DO NOT COUNT HARD DRIVES THAT WERE PRE-INSTALLED OR PART OF A COMPUTER PACKAGE THAT YOU BOUGHT.

CELL1 AFR <1%	CELL2 AFR <8%
218	212
218	212
100.0	100.0
0	0
0	0
0	0
-	0
	AFR <1% 218 218 100.0

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Q.55 - CONSIDERING ANY HARD-DRIVE(S) THAT YOU PURCHASED DURING THE PAST SIX YEARS, PLEASE INDICATE THE FOLLOWING:

	CELL1 AFR <1%	
BASE: TOTAL RESPONDENTS	218	212
MADE/INVOLVED IN DECISION (NET)	218 100.0	212 100.0
I MADE THE DECISION		196 92.5
I WAS INVOLVED BUT WAS NOT THE PRIMARY DECISION MAKER	15 6.9	16 7.5
I WAS NOT INVOLVED IN THE DECISION MAKING PROCESS	0	0
DON'T KNOW/NOT SURE	0	0

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 $\tt Q.60$ - PLEASE SELECT THE ONE STATEMENT THAT BEST APPLIES FOR ANY HARD-DRIVE(S) THAT YOU PURCHASED IN THE PAST SIX YEARS.

		CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
FOR BUSINESS USE ONLY	0	0
FOR PERSONAL USE (NET)		212 100.0
FOR PERSONAL, NON-BUSINESS USE ONLY		142 67.0
FOR PERSONAL AND BUSINESS USE		70 33.0
DON'T KNOW/ NOT SURE	0	0 0

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Q.65 - WHICH OF THE FOLLOWING HARD-DRIVE BRAND(S)
HAVE YOU PURCHASED IN THE PAST SIX YEARS?

	AFR	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
SEAGATE/WESTERN DIGITAL/TOSHIBA (NET)		212 100.0
SEAGATE		92 43.4
WESTERN DIGITAL (WD)		95 44.8
TOSHIBA		90 42.5
HGST, OR ITS PREDECESSORS HITACHI GLOBAL STORAGE TECHNOLOGIES OR HITACHI	13 6.0	8 3.8
OTHER	5 2.3	-
DON'T KNOW/NOT SURE	0	0

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Q.70 - WHAT CAPACITY EXTERNAL OR INTERNAL HARD-DRIVE(S) DID YOU PURCHASE IN THE PAST SIX YEARS?

BASE: TOTAL RESPONDENTS	CELL1 AFR <1% 	CELL2 AFR <8%
BIBL TOTAL RESTORBENTS	210	212
1/2/3/4/5 TB (NET)	218 100.0	
1 TB	97 44.5	90 42.5
2 TB	75 34.4	72 34.0
3 TB	42 19.3	30 14.2
4 TB	49 22.5	34 16.0
5 TB	26 11.9	28 13.2
OTHER	8 3.7	5 2.4
DON'T KNOW/NOT SURE	0	0

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 $$\rm Q.75$ - What year was your most recent purchase of an external or internal hard drive which was 1 to 5 tb capacity?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
WITHIN PAST 6 YEARS (NET)		212 100.0
2017	72 33.0	68 32.1
2016	67 30.7	56 26.4
2015	42 19.3	
2014	18 8.3	13 6.1
2013	4 1.8	13 6.1
2012	5 2.3	8
2011	2 0.9	
DON'T REMEMBER EXACT YEAR BUT WAS WITHIN PAST 6 YEARS	8 3.7	11 5.2
OTHER	0	0

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Page 23

Q.250A/Q.250B - ASSUMING YOU WERE CONSIDERING BUYING THIS TYPE OF HARD-DRIVE AND THE PRODUCT COSTS APPROXIMATELY \$79.00, HOW LIKELY OR UNLIKELY WOULD YOU BE TO BUY THE HARD-DRIVE SHOWN ON THE PRODUCT DATA SHEETS YOU JUST SAW?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
DEFINITELY BUY IT	50	51
	22.9	24.1
PROBABLY BUY IT	101	83
	46.3	39.2
MAY OR MAY NOT BUY IT	50	61
	22.9	28.8
PROBABLY NOT BUY IT	12	8
	5.5	3.8
DEFINITELY NOT BUY IT	5	9
	2.3	4.2

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Q.260/Q.265-1 - WHAT MAKES YOU SAY THAT YOU WOULD DEFINITELY/PROBABLY BUY IT?

ANY OTHER REASON WHY YOU WOULD DEFINITELY/PROBABLY BUY IT?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
HAVE POSITIVE PURCHASE INTEREST	151 69.3	134 63.2
POSITIVE (GRAND NET)	145 66.5	127 59.9
EASE/CONVENIENCE (NET)	5 2.3	4 1.9
EASY/SIMPLE/EASY TO USE	2 0.9	
OTHER MISCELLANEOUS EASE/CONVENIENCE MENTIONS	3 1.4	
BRAND RELATED (NET)	38 17.4	37 17.5
GOOD BRAND/MADE BY SEAGATE/SEAGATE IS A GOOD BRAND (UNSPEC)	14 6.4	
USE/HAVE USED THEIR PRODUCTS BEFORE (AND LIKED THEM)	3 1.4	4 1.9
RELIABLE/DEPENDABLE/REPUTABLE BRAND/ TRUST SEAGATE	15 6.9	15 7.1
FAMILIAR/WELL KNOWN/NAME BRAND	1.8	3 1.4
LONG HISTORY/30 YEARS OF HISTORY	3 1.4	4 1.9
OTHER BRAND RELATED MENTIONS	2 0.9	0.9
SPEED RELATED (NET)	10 4.6	10 4.7
FAST/SPEED/HIGH SPEED	7 3.2	8 3.8
FAST/FASTER TRANSFER SPEEDS	2 0.9	2 0.9

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Q.260/Q.265-1 - WHAT MAKES YOU SAY THAT YOU WOULD DEFINITELY/PROBABLY BUY IT?

ANY OTHER REASON WHY YOU WOULD DEFINITELY/PROBABLY BUY IT?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS		212
OTHER SPEED RELATED MENTIONS	2	2
CAPACITY (NET)	48 22.0	
GOOD MEMORY/STORAGE CAPACITY (UNSPEC)		18 8.5
LARGE STORAGE CAPACITY/HAS A LOT OF SPACE/CAN SAVE/BACKUP A LOT OF FILES	17 7.8	13 6.1
3TB SIZE/STORAGE CAPACITY	5 2.3	4 1.9
5TB SIZE/STORAGE CAPACITY	3 1.4	5 2.4
OTHER CAPACITY MENTIONS	3 1.4	1 0.5
APPEARANCE (NET)	2 0.9	1 0.5
THE APPEARANCE/STYLE/DESIGN/LOOKS ATTRACTIVE (UNSPEC)	2 0.9	0
OTHER APPEARANCE MENTIONS	0	1 0.5
RUGGED/DURABLE/RELIABLE (NET)	11 5.0	3 1.4
FAILURE RATE (SUBNET)	1 0.5	0
<1% FAILURE RATE	1 0.5	0
MISCELLANEOUS RUGGED/DURABLE/RELIABLE		
RELIABLE/DEPENDABLE	6 2.8	0.9

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Q.260/Q.265-1 - WHAT MAKES YOU SAY THAT YOU WOULD DEFINITELY/PROBABLY BUY IT?

ANY OTHER REASON WHY YOU WOULD DEFINITELY/PROBABLY BUY IT?

	AFR <1% 	<8%
BASE: TOTAL RESPONDENTS	218	212
DURABLE	3 1.4	
LONG LASTING	1 0.5	0.5
ABLE TO WITHSTAND EXTREME TEMPERATURES	1 0.5	
GENERAL FUNCTIONALITY (NET)	27 12.4	37 17.5
GOOD PERFORMANCE/WOULD WORK/DO THE JOB		9 4.2
LIKE THE SPECS/FEATURES (UNSPEC)	16 7.3	24 11.3
OTHER GENERAL FUNCTIONALITY MENTIONS	9 4.1	8 3.8
GENERAL QUALITY (NET)	9 4.1	14 6.6
GOOD/HIGH QUALITY	6 2.8	13 6.1
OTHER GENERAL QUALITY MENTIONS	3 1.4	0.9
USEFUL/NEEDED PRODUCT (NET)	36 16.5	37 17.5
USEFUL/HELPFUL (UNSPEC)	8 3.7	0.9
SOMETHING I NEED/THE KIND OF PRODUCT I'VE BEEN LOOKING FOR	9 4.1	
MEETS MY NEEDS/GIVES ME EVERYTHING I NEED	19 8.7	21
OTHER USEFUL/NEEDED PRODUCT MENTIONS	0	1 0.5

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Q.260/Q.265-1 - WHAT MAKES YOU SAY THAT YOU WOULD DEFINITELY/PROBABLY BUY IT?

ANY OTHER REASON WHY YOU WOULD DEFINITELY/PROBABLY BUY IT?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
USAGE (NET)	5 2.3	4 1.9
GOOD FOR STORING PHOTOS	1 0.5	0.9
GOOD FOR A BACKUP/TO STORE/BACKUP DATA/FILES	0.9	
OTHER USAGE MENTIONS	2 0.9	
COST/ECONOMY (NET)	69 31.7	
GOOD/REASONABLE PRICE/COST/IT'S AFFORDABLE	42 19.3	35 16.5
GOOD PRICE FOR SIZE/FOR STORAGE CAPACITY	17 7.8	6 2.8
GOOD VALUE/DEAL	11 5.0	8 3.8
OTHER COST/ECONOMY MENTIONS	3 1.4	-
MISCELLANEOUS POSITIVE		
LOOKS/SOUNDS GOOD/INTERESTING/A GOOD PRODUCT/HARD DRIVE/I'D LIKE IT (UNSPEC)	9 4.1	6 2.8
LIKE THE SIZE/GOOD SIZE (UNSPEC)	3 1.4	0
COMPATIBLE WITH MY COMPUTER/PRESENT OS	4 1.8	
NEW/DIFFERENT/UNIQUE	3 1.4	0
MODERN/TECHNOLOGICALLY ADVANCED/ INNOVATIVE/CUTTING EDGE PRODUCT	3 1.4	5 2.4

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Q.260/Q.265-1 - WHAT MAKES YOU SAY THAT YOU WOULD DEFINITELY/PROBABLY BUY IT?

ANY OTHER REASON WHY YOU WOULD DEFINITELY/PROBABLY BUY IT?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
WARRANTY/GOOD WARRANTY/WARRANTIES/1 YEAR/2 YEAR/EXTENDED WARRANTY	4 1.8	
SAFE/SECURE	9 4.1	1 0.5
STRONG/POWERFUL	4 1.8	1 0.5
LIKE DESCRIPTION/INFORMATION GIVEN (ALL MENTIONS)	1 0.5	5 2.4
OTHER MISCELLANEOUS POSITIVE MENTIONS	11 5.0	
NEGATIVE (GRAND NET)	6 2.8	4 1.9
CAPACITY (NET)	0.9	0
SMALL STORAGE CAPACITY/WANT A LARGER CAPACITY DRIVE (UNSPEC)	1 0.5	0
LARGE STORAGE CAPACITY/MORE STORAGE THAN I WANT/NEED	1 0.5	
LACK OF RELIABILITY (NET)	0	1 0.5
FAILURE RATE (SUBNET)	0	1 0.5
DISLIKE <8% FAILURE RATE	0	1 0.5
LACK OF NEED (NET)	2 0.9	2
PREFER/USE OTHERS (SUBNET)	1 0.5	1 0.5

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Q.260/Q.265-1 - WHAT MAKES YOU SAY THAT YOU WOULD DEFINITELY/PROBABLY BUY IT?

ANY OTHER REASON WHY YOU WOULD DEFINITELY/PROBABLY BUY IT?

BASE: TOTAL RESPONDENTS	AFR <1% 	CELL2 AFR <8%
ALREADY HAVE ONE/SATISFIED WITH WHAT I CURRENTLY HAVE/USE (UNSPEC)	0	1
OTHER PREFER/USE OTHERS MENTIONS	1 0.5	0
MISCELLANEOUS LACK OF NEED		
DON'T NEED IT/NOT USEFUL FOR ME (UNSPEC)	1 0.5	1 0.5
MISCELLANEOUS NEGATIVE		
ALL NEGATIVE PRICE MENTIONS: TOO EXPENSIVE, COSTS MORE THAN OTHERS, CAN'T AFFORD IT	1 0.5	0.9
OTHER MISCELLANEOUS NEGATIVE MENTIONS	1 0.5	0
NEUTRAL (GRAND NET)	18 8.3	19 9.0
COST CONCERNS (NET)	7 3.2	8 3.8
DEPENDS ON PRICE/NEED TO KNOW THE PRICE (UNSPEC)	5 2.3	4 1.9
DEPENDS ON PRICE COMPARISON TO OTHERS	0.9	0.9
OTHER COST CONCERNS MENTIONS	0	0.9
NEED MORE INFORMATION (NET)	4 1.8	5 2.4
NEED TO DO RESEARCH/READ REVIEWS/GET MORE INFORMATION	1 0.5	3 1.4
NEED TO COMPARE WITH OTHERS/SEE WHAT ELSE IS AVAILABLE	3 1.4	1 0.5

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Q.260/Q.265-1 - WHAT MAKES YOU SAY THAT YOU WOULD DEFINITELY/PROBABLY BUY IT?

ANY OTHER REASON WHY YOU WOULD DEFINITELY/PROBABLY BUY IT?

	AFR	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
NOT FAMILIAR WITH THE BRAND/NEED TO KNOW MORE ABOUT THE BRAND/MANUFACTURER		2 0.9
SPEED RELATED (NET)	1 0.5	0
OTHER SPEED RELATED MENTIONS	1 0.5	0
MISCELLANEOUS NEUTRAL		
DEPENDS ON NEED: IF I NEEDED (ANOTHER) HARD DRIVE, IF I NEEDED THAT MUCH STORAGE SPACE		4 1.9
HAVEN'T DECIDED/NOT SURE ABOUT IT YET	0	1 0.5
OTHER MISCELLANEOUS NEUTRAL MENTIONS	0	3 1.4
HAVE NEUTRAL/NEGATIVE PURCHASE INTEREST		78 36.8

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Q.260/Q.265-2 - WHAT MAKES YOU SAY THAT YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?

ANY OTHER REASON WHY YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
NEUTRAL/NEGATIVE PURCHASE INTEREST	67 30.7	
POSITIVE (GRAND NET)	15 6.9	
BRAND RELATED (NET)	4 1.8	_
GOOD BRAND/MADE BY SEAGATE/SEAGATE IS A GOOD BRAND (UNSPEC)	2 0.9	
RELIABLE/DEPENDABLE/REPUTABLE BRAND/ TRUST SEAGATE	1 0.5	1 0.5
OTHER BRAND RELATED MENTIONS	1 0.5	0
SPEED RELATED (NET)	0	1 0.5
FAST/SPEED/HIGH SPEED	0	1 0.5
CAPACITY (NET)	0	4 1.9
GOOD MEMORY/STORAGE CAPACITY (UNSPEC)	0	3 1.4
LARGE STORAGE CAPACITY/HAS A LOT OF SPACE/CAN SAVE/BACKUP A LOT OF FILES	0	1 0.5
APPEARANCE (NET)	2 0.9	0
THE APPEARANCE/STYLE/DESIGN/LOOKS ATTRACTIVE (UNSPEC)	0.9	0
GENERAL QUALITY (NET)	0	1 0.5
GOOD/HIGH QUALITY	0	1 0.5

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Table 11

Q.260/Q.265-2 - WHAT MAKES YOU SAY THAT YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?

ANY OTHER REASON WHY YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?

BASE: TOTAL RESPONDENTS	CELL1 AFR <1% 	CELL2 AFR <8%
USEFUL/NEEDED PRODUCT (NET)	1 0.5	0
MEETS MY NEEDS/GIVES ME EVERYTHING I NEED	1 0.5	0
USAGE (NET)	2 0.9	1 0.5
GOOD FOR A BACKUP/TO STORE/BACKUP DATA/FILES	1 0.5	0
OTHER USAGE MENTIONS	1 0.5	1 0.5
COST/ECONOMY (NET)	8 3.7	5 2.4
GOOD/REASONABLE PRICE/COST/IT'S AFFORDABLE	5 2.3	5 2.4
GOOD PRICE FOR SIZE/FOR STORAGE CAPACITY	2 0.9	0
GOOD VALUE/DEAL	1 0.5	0
OTHER COST/ECONOMY MENTIONS	1 0.5	0
MISCELLANEOUS POSITIVE		
LOOKS/SOUNDS GOOD/INTERESTING/A GOOD PRODUCT/HARD DRIVE/I'D LIKE IT (UNSPEC)	0.5	3 1.4
WARRANTY/GOOD WARRANTY/WARRANTIES/1 YEAR/2 YEAR/EXTENDED WARRANTY	0	0.9
SAFE/SECURE	1 0.5	0
LIKE DESCRIPTION/INFORMATION GIVEN (ALL MENTIONS)	0	0.9

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Q.260/Q.265-2 - WHAT MAKES YOU SAY THAT YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?

ANY OTHER REASON WHY YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
NEGATIVE (GRAND NET)	37 17.0	35 16.5
CAPACITY (NET)	4 1.8	9 4.2
SMALL STORAGE CAPACITY/WANT A LARGER CAPACITY DRIVE (UNSPEC)	0.9	2 0.9
LARGE STORAGE CAPACITY/MORE STORAGE THAN I WANT/NEED	0	7 3.3
OTHER CAPACITY MENTIONS	0.9	0
LACK OF RELIABILITY (NET)	1 0.5	1 0.5
FAILURE RATE (SUBNET)	0	1 0.5
DISLIKE <8% FAILURE RATE	0	1 0.5
MISCELLANEOUS LACK OF RELIABILITY		
OTHER MISCELLANEOUS LACK OF RELIABILITY MENTIONS	1 0.5	0
LACK OF NEED (NET)	22 10.1	
PREFER/USE OTHERS (SUBNET)	14 6.4	
ALREADY HAVE ONE/SATISFIED WITH WHAT I CURRENTLY HAVE/USE (UNSPEC)	3 1.4	5 2.4
PREFER/USE WESTERN DIGITAL	6 2.8	2 0.9
PREFER SSD DRIVES	4 1.8	1 0.5
15		

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Q.260/Q.265-2 - WHAT MAKES YOU SAY THAT YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?

ANY OTHER REASON WHY YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
OTHER PREFER/USE OTHERS MENTIONS	1 0.5	1 0.5
MISCELLANEOUS LACK OF NEED		
DON'T NEED IT/NOT USEFUL FOR ME (UNSPEC)	5 2.3	6 2.8
DON'T HAVE/USE A DESKTOP/ONLY USE A LAPTOP/TABLET	1 0.5	5 2.4
OTHER LACK OF NEED MENTIONS	5 2.3	
MISCELLANEOUS NEGATIVE		
ALL NEGATIVE PRICE MENTIONS: TOO EXPENSIVE, COSTS MORE THAN OTHERS, CAN'T AFFORD IT	8 3.7	5 2.4
DISLIKE THE BRAND/SEAGATE (ALL MENTIONS)	7 3.2	3 1.4
OTHER MISCELLANEOUS NEGATIVE MENTIONS	5 2.3	0.9
NEUTRAL (GRAND NET)	32 14.7	
COST CONCERNS (NET)	6 2.8	17 8.0
DEPENDS ON PRICE/NEED TO KNOW THE PRICE (UNSPEC)	2 0.9	7 3.3
DEPENDS ON PRICE COMPARISON TO OTHERS	3 1.4	7 3.3
OTHER COST CONCERNS MENTIONS	1	4 1.9
NEED MORE INFORMATION (NET)	21 9.6	
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Q.260/Q.265-2 - WHAT MAKES YOU SAY THAT YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?

ANY OTHER REASON WHY YOU MAY OR MAY NOT BUY IT/PROBABLY NOT BUY IT, OR DEFINITELY NOT BUY IT?

	AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
NEED TO DO RESEARCH/READ REVIEWS/GET MORE INFORMATION	8 3.7	
NEED TO COMPARE WITH OTHERS/SEE WHAT ELSE IS AVAILABLE	8 3.7	
NOT FAMILIAR WITH THE BRAND/NEED TO KNOW MORE ABOUT THE BRAND/MANUFACTURER		
OTHER NEED MORE INFORMATION MENTIONS	4 1.8	
SPEED RELATED (NET)	1 0.5	-
OTHER SPEED RELATED MENTIONS	1 0.5	-
MISCELLANEOUS NEUTRAL		
DEPENDS ON NEED: IF I NEEDED (ANOTHER) HARD DRIVE, IF I NEEDED THAT MUCH STORAGE SPACE	8 3.7	13 6.1
HAVEN'T DECIDED/NOT SURE ABOUT IT YET		2 0.9
OTHER MISCELLANEOUS NEUTRAL MENTIONS	3 1.4	
DON'T KNOW/NOTHING/NO ANSWER	0	
HAVE POSITIVE PURCHASE INTEREST	151 69.3	134 63.2

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Q.270/Q.275 - IN GENERAL, WHAT HAVE BEEN THE MAIN USES OF THE HARD-DRIVE(S)
YOU BOUGHT IN THE PAST SIX YEARS? ANY OTHER HARD-DRIVE USES?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
SPECIFIC FILE TYPES (NET)	129 59.2	135 63.7
MEDIA FILES (SUBNET)		101 47.6
PHOTOS/IMAGE FILES (SUB-SUBNET)	64 29.4	76 35.8
STORING/BACKING UP PHOTOS/IMAGES		76 35.8
OTHER PHOTOS/IMAGE FILES MENTIONS	0	1 0.5
VIDEO FILES (SUB-SUBNET)	43 19.7	41 19.3
STORING/BACKING UP VIDEO/MOVIES	42 19.3	40 18.9
OTHER VIDEO FILES MENTIONS	3 1.4	
MUSIC FILES (SUB-SUBNET)	33 15.1	22 10.4
MUSIC/AUDIO FILES	33 15.1	
OTHER MUSIC FILES MENTIONS	0	1 0.5
MISCELLANEOUS MEDIA FILES		
FOR GAMING/STORING GAMES/EXTERNAL HARD DRIVE FOR GAME CONSOLE	15 6.9	
OTHER MISCELLANEOUS MEDIA FILES	3 1.4	3 1.4

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Page 37

Q.270/Q.275 - IN GENERAL, WHAT HAVE BEEN THE MAIN USES OF THE HARD-DRIVE(S)
YOU BOUGHT IN THE PAST SIX YEARS? ANY OTHER HARD-DRIVE USES?

BASE: TOTAL RESPONDENTS	AFR <1% 	CELL2 AFR <8%
MISCELLANEOUS SPECIFIC FILE TYPES		
STORING/BACKING UP DOCUMENTS	22 10.1	27 12.7
FOR SCHOOLWORK	3 1.4	7 3.3
FOR BUSINESS PURPOSES	13 6.0	
FOR PERSONAL USE	19 8.7	
LARGE FILES	5 2.3	2 0.9
IMPORTANT DOCUMENTS	9 4.1	9 4.2
OTHER MISCELLANEOUS SPECIFIC FILE TYPES MENTIONS	10	
GENERAL STORAGE/BACK UP (NET)		119 56.1
FOR BACKING UP/BACK UP PURPOSES/AS A BACKUP DRIVE/TO BACK UP (ENTIRE) COMPUTER/LAPTOP	56 25.7	53 25.0
DATA STORAGE/STORING (OLD) FILES	42 19.3	43 20.3
FOR EXTRA SPACE/MORE STORAGE CAPACITY	26 11.9	21 9.9
CLEARING OUT HARD DRIVE SPACE TO IMPROVE PERFORMANCE/ALLOW FOR MORE SPEED	7 3.2	6 2.8
TO FREE UP SPACE ON MY COMPUTER/LAPTOP	3 1.4	3 1.4

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Q.270/Q.275 - IN GENERAL, WHAT HAVE BEEN THE MAIN USES OF THE HARD-DRIVE(S)
YOU BOUGHT IN THE PAST SIX YEARS? ANY OTHER HARD-DRIVE USES?

BASE: TOTAL RESPONDENTS	218	212	
FOR SECURE STORAGE/BACK UP IN CASE HARD DRIVE CRASHES	8 3.7	9 4.2	
AS EXTERNAL DRIVE/STORAGE	-	5 2.4	
OTHER GENERAL STORAGE/BACK UP MENTIONS	8 3.7	5 2.4	
MISCELLANEOUS			
TRANSFER FILES/TRANSFER FROM DEVICE(S) TO COMPUTER/FROM ONE COMPUTER TO ANOTHER	6 2.8	8 3.8	
TO REPLACE OLD HARD DRIVE/MY HARD DRIVE DIED		2 0.9	
OTHER MISCELLANEOUS MENTIONS	12 5.5	9 4.2	
NOTHING	1 0.5	1 0.5	
DON'T KNOW	2 0.9	1 0.5	

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Q.280/Q.285 - IN GENERAL, WHAT FEATURES OR CHARACTERISTICS OF HARD-DRIVES DO YOU CONSIDER MOST IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY? ANY OTHER HARD-DRIVE FEATURES OR CHARACTERISTICS THAT YOU CONSIDER IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY?

BASE: TOTAL RESPONDENTS	AFR <1%	CELL2 AFR <8%
GENERAL BACKUP (NET)	4 1.8	8 3.8
ABILITY TO BACKUP/SAVE/STORE DATA/FILES	1 0.5	6 2.8
OTHER GENERAL BACK UP MENTIONS	3 1.4	3 1.4
SPEED RELATED (NET)	62 28.4	53 25.0
SPEED/THAT IT'S FAST (UNSPEC)	41 18.8	38 17.9
TRANSFER SPEED	7 3.2	7 3.3
DISC ROTATIONAL SPEED	4 1.8	1 0.5
ACCESS SPEED	3 1.4	1 0.5
READ/WRITE RATES	3 1.4	4 1.9
DOWNLOAD SPEED	3 1.4	1 0.5
OTHER SPEED RELATED MENTIONS	2 0.9	3 1.4
EASE/CONVENIENCE (NET)		25 11.8
EASE OF USE/THAT IT'S EASY/SIMPLE TO USE	15 6.9	19 9.0
EASY TO INSTALL	5 2.3	6 2.8

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Table 13

Page 41

Q.280/Q.285 - IN GENERAL, WHAT FEATURES OR CHARACTERISTICS OF HARD-DRIVES
DO YOU CONSIDER MOST IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY?
ANY OTHER HARD-DRIVE FEATURES OR CHARACTERISTICS THAT YOU CONSIDER
IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
OTHER EASE/CONVENIENCE MENTIONS	6 2.8	3 1.4
CONNECTIONS (NET)	8 3.7	8
CONNECTIVITY/CONNECTION TYPE (UNSPEC)	3 1.4	3 1.4
USB CONNECTION (UNSPEC)	2 0.9	2 0.9
WI-FI/WIRELESS CONNECTIVITY	1 0.5	1 0.5
OTHER CONNECTIONS MENTIONS	0.9	3 1.4
COMPATIBILITY (NET)	21 9.6	10 4.7
COMPATIBILITY/COMPATIBLE WITH MY COMPUTER/OS/DEVICES (UNSPEC)		8 3.8
OTHER COMPATIBILITY MENTIONS	5 2.3	0.9
RUGGEDNESS/DURABILITY/DEPENDABILITY (NET)	52 23.9	58 27.4
FAILURE RATE (SUBNET)	7 3.2	4 1.9
FAILURE RATE	1.8	3 1.4
LOW RISK OF FAILURE	1 0.5	0
NOT FAILING/KNOWING IT WON'T CRASH	2 0.9	1 0.5

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Table 13

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Q.280/Q.285 - IN GENERAL, WHAT FEATURES OR CHARACTERISTICS OF HARD-DRIVES
DO YOU CONSIDER MOST IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY?
ANY OTHER HARD-DRIVE FEATURES OR CHARACTERISTICS THAT YOU CONSIDER
IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY?

	CELL1 AFR <1%	CELL2 AFR <8%	
BASE: TOTAL RESPONDENTS	218	212	
MISCELLANEOUS RUGGEDNESS/DURABILITY/DEPENDABILITY			
RELIABILITY/DEPENDABILITY	33 15.1	42 19.8	
DURABILITY/STURDINESS/WON'T BREAK	4 1.8		
LONGEVITY/LASTS/HOLDS UP A LONG TIME	11 5.0	6 2.8	
STABILITY	0	3 1.4	
GENERAL QUALITY (NET)	5 2.3	13 6.1	
QUALITY	5 2.3	13 6.1	
REVIEWS/RECOMMENDATIONS (NET)	8 3.7	9 4.2	
REVIEWS/CUSTOMER REVIEWS	5 2.3	8 3.8	
OTHER REVIEWS/RECOMMENDATIONS MENTIONS	3 1.4	_	
APPEARANCE (NET)	3 1.4	1 0.5	
OTHER APPEARANCE MENTIONS	3 1.4	1 0.5	
PHYSICAL ATTRIBUTES (NET)	15 6.9	16 7.5	
SIZE/SHAPE (SUBNET)	9 4.1	9 4.2	

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Q.280/Q.285 - IN GENERAL, WHAT FEATURES OR CHARACTERISTICS OF HARD-DRIVES DO YOU CONSIDER MOST IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY? ANY OTHER HARD-DRIVE FEATURES OR CHARACTERISTICS THAT YOU CONSIDER IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
PHYSICAL SIZE	5 2.3	3 1.4
SMALL/COMPACT	3 1.4	5 2.4
OTHER SIZE/SHAPE MENTIONS	1 0.5	1 0.5
MISCELLANEOUS PHYSICAL ATTRIBUTES		
PORTABILITY	6 2.8	9 4.2
OTHER MISCELLANEOUS PHYSICAL ATTRIBUTES MENTIONS	0	1 0.5
GENERAL PERFORMANCE/FUNCTIONALITY (NET)	21 9.6	
HARD DRIVE TYPE	5 2.3	1 0.5
TEMPERATURE RANGE	2 0.9	4 1.9
SPECIFICATIONS	6 2.8	4 1.9
POWER CONSUMPTION	1 0.5	0.9
OTHER GENERAL PERFORMANCE/FUNCTIONALITY MENTIONS	9 4.1	5 2.4
BRAND RELATED (NET)	45 20.6	31 14.6
BRAND/MANUFACTURER (UNSPEC)	29 13.3	19 9.0

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Q.280/Q.285 - IN GENERAL, WHAT FEATURES OR CHARACTERISTICS OF HARD-DRIVES DO YOU CONSIDER MOST IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY? ANY OTHER HARD-DRIVE FEATURES OR CHARACTERISTICS THAT YOU CONSIDER

IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
BRAND REPUTATION/FROM A REPUTABLE/ RELIABLE/TRUSTWORTHY BRAND	10 4.6	8 3.8
FAMILIAR/WELL KNOWN/NAME BRAND	4 1.8	2 0.9
OTHER BRAND RELATED MENTIONS	5 2.3	3 1.4
SERVICE/REPAIR (NET)	5 2.3	6 2.8
WARRANTY/REPLACEMENT/RETURN POLICY	4 1.8	6 2.8
OTHER SERVICE/REPAIR MENTIONS	1 0.5	0 0
PRICE (NET)	60 27.5	75 35.4
PRICE/COST/AFFORDABILITY/GOOD PRICE (UNSPEC)	50 22.9	69 32.5
VALUE/PRICE TO SIZE RATIO	10 4.6	
MISCELLANEOUS		
SIZE/HOW BIG IT IS (UNSPEC)	32 14.7	
CAPACITY/AMOUNT OF MEMORY/STORAGE SPACE	130 59.6	
SAFETY/SECURITY	12 5.5	4 1.9
SOFTWARE/DRIVERS	4 1.8	3 1.4
PERFORMANCE	6 2.8	8 3.8

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TARGET RESEARCH GROUP INC.
COMPUTER HARDWARE SURVEY (#103-17128)

Table 13

Page 45

Q.280/Q.285 - IN GENERAL, WHAT FEATURES OR CHARACTERISTICS OF HARD-DRIVES DO YOU CONSIDER MOST IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY? ANY OTHER HARD-DRIVE FEATURES OR CHARACTERISTICS THAT YOU CONSIDER IMPORTANT WHEN DECIDING WHICH HARD-DRIVE TO BUY?

	CELL1 AFR <1%	CELL2 AFR <8%
BASE: TOTAL RESPONDENTS	218	212
NOISE LEVEL/QUIET	2	2
OTHER MISCELLANEOUS MENTIONS	14 6.4	5 2.4
NONE/DON'T KNOW/NO ANSWER	6 2.8	3 1.4

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EXHIBIT G1



Desktop HDD

Data Sheet

The Power of One

- Seagate brings over 30 years of trusted performance and reliability to the Seagate® Desktop HDDs—now available in capacities up to 5TB
- Increase your capacity and drive down costs with up to 1.33TB-perdisk hard drive technology
- SATA 6Gb/s interface optimizes burst performance
- Seagate AcuTrac[™] servo technology delivers dependable performance
- Free DiscWizard™ software enables high capacities on legacy PC **BIOS** systems
- Seagate Secure[™] models provide hardware-based data security and deliver an Instant Secure Erase feature for safe, fast and easy drive retirement1
- Seagate Secure models meet the NIST 800-88 media sanitization specification and also support the Trusted Computer Group (TCG) Opal standard¹





- Desktop or all-in-one PCs
- Home servers
- Entry-level direct-attached storage devices (DAS)

1 Seagate Secure models are not available in all countries. May require TCG-compliant host or controller support.



Desktop HDD



Specifications	3ТВ
	ST3000DM001
Standard Model Numbers	
Seagate Secure™ Model Numbers	ST3000DM002
Interface	SATA 6Gb/s
Cache	64MB
Model Name	formerly Barracuda
Performance	
SATA Transfer Rates Supported (Gb/s)	6.0/3.0/1.5
Max Sustainable Transfer Rate	210MB/s
Configuration/Organization	
Heads/Disks	6/3
Bytes per Sector	512E
Voltage	
Voltage Tolerance, Inc. Noise (5V)	±5%
Voltage Tolerance, Inc. Noise (12V)	±10%
Reliability/Data Integrity	
Annualized Failure Rate (AFR)	<1%
Contact Start/Stop Cycles ²	_
Load/Unload Cycles ³	300,000
Nonrecoverable Read Errors per Bits Read, Max	1 per 10E14
Workload Rate Limit (TB/year)	55
Power-On Hours	2,400
Warranty, Limited (years) ⁴	2
Power Management	
Startup Power (12V, A)	2.5
Average Operating Power	8W
Idle Average (W)	5.4W
Standby/Sleep Mode	0.75W/0.75W
Environmental/Temperature	0.7.017,017.017
Operating (ambient, min)	0°C
Operating (drive case, max)	60°C
Nonoperating (ambient, min)	-40°C
Nonoperating (ambient, max)	70°C
Halogen Free	Yes
	Yes
RoHS Compliance Physical	
Height (mm/in)	26.11mm/1.028in
Width (mm/in, max)	101.6mm/4in
Depth (mm/in, max)	146.99mm/5.787in
Weight (g/lb)	626g/1.38lb
	<u> </u>
Carton Unit Quantity	20 40 / 8
Cartons per Pallet / Cartons per Layer	40 / 8
Special Features	
Seagate AcuTrac [™] Technology	Yes

¹ Seagate ships the 500GB, 320GB and 250GB models in both 4K- and 512-byte sectors. SmartAlign technology is included on 4K sector drives. Both drives are functionally and physically 1 Setglage 3 maps in 20 C 1
2 At 25°C and 50% relative humidity.
3 Load/Unload tested to 600,000 cycles.
4 Extended warranty products available. Consult your distributor for details.

EXHIBIT G2



Desktop HDD



Specifications	ЗТВ
,	ST3000DM001
Standard Model Numbers	
Seagate Secure™ Model Numbers	ST3000DM002
Interface	SATA 6Gb/s
Cache	64MB
Model Name	formerly Barracuda
Performance	
SATA Transfer Rates Supported (Gb/s)	6.0/3.0/1.5
Max Sustainable Transfer Rate	210MB/s
Configuration/Organization	
Heads/Disks	6/3
Bytes per Sector	512E
Voltage	
Voltage Tolerance, Inc. Noise (5V)	±5%
Voltage Tolerance, Inc. Noise (12V)	±10%
Reliability/Data Integrity	
Annualized Failure Rate (AFR)	<8%
Contact Start/Stop Cycles ²	_
Load/Unload Cycles ³	300,000
Nonrecoverable Read Errors per Bits Read, Max	1 per 10E14
Workload Rate Limit (TB/year)	55
Power-On Hours	2,400
Warranty, Limited (years) ⁴	2
Power Management	
Startup Power (12V, A)	2.5
Average Operating Power	8W
Idle Average (W)	5.4W
Standby/Sleep Mode	0.75W/0.75W
Environmental/Temperature	0.7.017,017.017
Operating (ambient, min)	0°C
Operating (drive case, max)	60°C
Nonoperating (ambient, min)	-40°C
Nonoperating (ambient, max)	70°C
Halogen Free	Yes
-	Yes
RoHS Compliance Physical	100
Height (mm/in)	26.11mm/1.028in
Width (mm/in, max)	101.6mm/4in
Depth (mm/in, max)	146.99mm/5.787in
Weight (g/lb)	626g/1.38lb
	<u> </u>
Carton Unit Quantity	20 40 / 8
Cartons per Pallet / Cartons per Layer	40 / 8
Special Features	
Seagate AcuTrac [™] Technology	Yes

¹ Seagate ships the 500GB, 320GB and 250GB models in both 4K- and 512-byte sectors. SmartAlign technology is included on 4K sector drives. Both drives are functionally and physically 1 Setglage 3 maps in 20 C 1
2 At 25°C and 50% relative humidity.
3 Load/Unload tested to 600,000 cycles.
4 Extended warranty products available. Consult your distributor for details.

EXHIBIT H

respid	intervie	w_start i	interview_end	LOI	Q15 : What is your gender? - What is your gender?	r i Q20 : Q20 - Please enter your age:	Q25_ABBR: In which of the following states do you live? - In which of the following states do you live?	region	Q30: Which of the following devices are you using right now to take this survey? Which of the following devices are you using right now to take this survey?	Q40_1: An advertising, public relations or marketing agency or advertising department of a company	Q40_2: A market research firm or a marketing research department of a company	Q40_3 : A company that makes computer hardware or accessories	Q40_4 : None of these	Q50: Q50	Question of the control of the contr	50: Please select e one statement harb best applies for any hard- rive(s) that you rurchased in the asst six years. I purchased an bernal or internal hard-drive Q	Q 65_1 : Seagate	965_2: Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5 : Other please specify	Q65_5_other : Other (please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1T8	Q70_2:2TB	Q70_3:3TB	Q70_4: 4 TB	Q70_5:5TB (270_6: Other k	Q70_7 : Don't now / Not sure	Q75 : What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell		approximately	e Assuming you were g considering buying this type of hard- drive and the product costs approximately	Q260 : Q260 - What makes you Q say that you o (answer from y Q250)	265 : Q265 - Any 1 ther reason that 1 ou (answer from y Q250)	(270 : In general, what have been the main uses of he hard-drive(s) ou bought in the Q275 past six years? hard- at home data		In general, leatures or Q285 : A teristics of hard-dives do you or chara- der most that you tant when imports ing which decidier ive to buy? hard-dirls it size, data	
6	12/12	/2017	12/12/2017	6	2	53	CA	w	1	0	0	0	1	1	2	2	0	1	0	0	0	0		1	0	0	0	0	0	0	7	1	1	2		Affordable price	Fits my needs	at home data storage	storag	e size, and orice tha	hat's it
12	12/12	/2017	12/12/2017	10	2	34	NV	w	1	0	0	0	1	1	1	3	1	0	0	0	0	0		0	0	0	0	1	0	0	3	2	1	1		It looks efficient, high quality, and is a good price. It	looks easy to use.	to store private		Quality tionality No	Yone
17	12/12	/2017	12/12/2017	10	2	24	м	MW	2	0	0	0	1	1	1	3	1	0	0	0	0	0		1	0	0	0	0	0	0	8	2	2		1	30 years reliablitly. Comes with free disc d wizard and u to 5tb	can fit most a sktops and all in o	information kee track of daily activities for my children and my none self. think o to store	that i can lots of	ace, easy to no the use bigg	hose are igest 2.
25	12/12	/2017	12/12/2017	6	2	31	ME	NE	2	0	0	0	1	i	1	2	0	1	0	1	0	0		1	0	0	0	0	0	0	5	2	2		3	i am not sure if i need one now		documents, personal photos and videos	no the an	noth ount of TB part	thing in inticular
34	12/12		12/12/2017	8	1	73	NY	NE	2	0	0	0	1	1	1		0	1	0	0	0	0		0	1	0	0	0	0	0	8	2	1	2		Has about all the right specs that would be suitable to me	product		storag over 10 no 100	enough to handle D songs and videos r pacity, tability inexp	no
35	12/12	/2017	12/12/2017	4	1	46	WA	w	1	0	0	0	1	1	1	2	0	1	0	0	0	0		0	0	0	1	0	0	0	8	2	2		3	not sure The price matches	none	gaming fil			pensive
40	12/12	/2017	12/12/2017	4	1	19	NY	NE	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	1	0	0	0	2	1	1	2		what I would expect to pay.	No I	Storage store papers and documents on it	Size	f storage, price	
42	12/12	/2017	12/12/2017	8	1	55	TN	s	i	0	0	0	1	i	1	2	0	0	0	1	0	0		0	i	0	0	0	0	0	3	1	2		1	great price and great specs	t It has plenty of space	hich I create and ake up too much room on my No tha computer.	it is the main ease use s	of use and orage no o	other
48	12/12	/2017	12/12/2017	8	1	53	ME	NE	2	0	0	0	1	1	1	3	0	1	0	0	0	0		1	0	0	0	0	0	0	3	1	2		2	This appears to be a reliable drive by a good name brand, and the specs show that it should be secure as well. I would probably buy it unless there was a compatible drive for a better price.	No other reason	or backup of data in case my other drive crashes No o	Price, other uses	reliability, size No other	ier features
50	12/12	/2017	12/12/2017	7	1	26	AZ	w	2	0	0	0	1	1	1	2	0	ō	0	1	0	0		0	0	1	0	0	0	0	3	1	2		2	It is a reasonable deal, but it is still a little more It expensive than I th would like to pay.	would have more an enough space S to fit my needs.	toring music and other files. Storing	The sp g old photos.	ice to price atio. The brai	rand name.
																																				pi	the 30 years rformance rating the cache at 64 mb, and the erformance and in	l used to give nore space, more the ex	and external e my info on the 6 dernal drive perfor	4 mg, the mance, and the cach	the, and the
56	12/12	/2017	12/12/2017	7	2	63	FL AR	s	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	1	0	0	0	3	2	1 2	1	,	warranty, and the p processor speed its at a good cost s point	the brand eagate is a great	performance in case	e I loose info th	brand proc	cessor
		,	,,			-		-		-	-	-	-	-	-	-	-	-	-	-	-	-		-	-		-	-	-	-	-		-		-		ike the look of it,	More external	lan enema Sonro	and shills.	
66	12/12	/2017	12/12/2017	15	2	30	NC	s	1	0	0	0	1	1	2	3	0	1	0	1	ō	0		0	0	1	0	0	0	0	2	1	2		3		but not my first s choice in brand h	ace for pictures and videos do do to backup my ome computer. I worked for a retailer and became more informed about external hard drives and purchased one.	leo game Space, wnfoads ai	portability d look N	NO
																																				buy a new home computer so I wouldn't be buying a new hard drive at this point.		informed about external hard drives and			
67	12/12	/2017	12/12/2017	5	2	50	MA	NE	1	0	0	0	1	1	1	2	1	0	0	0	0	0		1	0	0	0	0	0	0	3	1	2			this point.		purchased one. acking up laptop	no # o	TB cost r	no
81 83	12/12 12/12		12/12/2017 12/12/2017	7 5	2 1	42 28	KS AZ	MW W	1 2	0	0	0	1	1	1	3	1	1	0	0	0	0		1	1	0	0	0	0	0	8	1	1	3 1		is out there value It def would fit my	don't know affordable	computer storage	no do n/a re	't know not iability sa	t sure safe
86	12/12	/2017	12/12/2017	8	2	30	OK	s	1	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	1	1	1	1		needs and it had great specs	no s	itorage capacity	no cost, s	pace r	no
88	12/12	/2017	12/12/2017	11	2	61	AL	s	2	0	0	0	1	1	1	3	1	1	0	1	0	0		1	0	0	0	0	0	0	1	2	2		2	It is a large drive and fairly fast. It I only want it for personal use and the cost and	is a quality drive	n a pc where the drive crashed Do	n't Know The siz	and speed Don't	't know
90	12/12	/2017	12/12/2017	10	2	70	CA	w	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	1	0	0	0	1	1	1	1		favorable to my it needs. because of its		and documents	Compi comp No use	tible to my uter, size, friendly War	arranty
94	12/12	/2017	12/12/2017	7	2	38	PA	NE	2	0	0	0	1	i	1	2	1	0	0	0	0	0		1	0	0	0	0	0	0	3	1	1	2		seagate is a good brand	size	save photo and videos Seneral storage	no storaj	e capacity sp	peed
97	12/12	/2017	12/12/2017	4	1	39	NC	s	2	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	0	1	0	0	0	3	1	2		-	Trust the brand would have to read	no comment	solutions. no	comment no	omment no	.one
99	12/12	/2017	12/12/2017	8	1	44	ст	NE	1	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	2	1	1	3		some user reviews first would be everything my	none	back up storage	none :	peed	
103	12/12	/2017	12/12/2017	4	1	50	MD	s	1	0	0	0	1	1	1	3	1	0	0	0	0	0		0	0	1	1	0	0	0	2	1	1	1		company need	great price	information	none a	allable no	ione
107	12/12	/2017	12/12/2017	10	2	39	VA	s	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	i	2	1	1		about this and what it has to offer. I think this would work nerfectly for what I	it's a very good p ffer and deal for e what it offers.	Storing my No t hotography and other diting images to save.	there is no like r hard drive much l would use what t	e main tteristics I or is how No the it cost and ot he specs of charac oduct are. impo	vere is no other acteristics portant.
							_																														ju p	st wanted better erformance with	from a	depentable	
110	12/12		12/12/2017	3	2	65 35	OR NV	w	2	0	0	0	1	1	1	3	1	0	1	1	0	0		0	1	0	0	1	0	0	1	1	2		2	its a good value. has many great features to it. innovative and current the first one is the one i would probally buy the aspects of it is something what i have in mind and need	no influential and modern	my laptop newer updates	no co durab none fi	mpany r e and user lendly no	ione
125	12/12	/2017	12/12/2017	12	2	54	мо	MW	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	0	1	0	0	3	1	2		2	something what i have in mind and need	the price is to reasonable	use for personal use	some and wit none the	thing how at i need in useage no	none

r	espiid inti	arview start	interview_end	LOI	Q15: What is you gender? - What i your gender? - What i	s Q20: Q20 - Pleas	Q25_ABBR: In which of the following states do you live? - In which of the following states do you live?		the following devices are you	t Q40_1: An advertising, public f relations or marketing agency or advertising	y research firm or a marketing research	t Q40_3 : A company a that makes ch computer hardware or accessories			QSS : Considering any hard-drive(s) that you purchased during the past six years, please	purchased in the past six years. I purchased an external or internal		Q65_2: Western Digital (WD)	Q65_3 : HGST, or its predecesors Hitachi Global Storage Technologies or Hitachi	Q65_4: Toshiba	Q65_5: Other please specify	Q65_5_other: Other (please specify):	Q65_6 : Don't Isnow/ Not sure	Q70.1:1TB	Q70 2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5:5T8	. (4 Q70_6∶Other bu	Q70 7 : Don't	Q75: What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell	hAorB: ** Stores whether reconnect sees A	Q250A · Q250A · Q250B	v 4 d Q260 : Q260 - What makes you Q265 : Q265 - X any that you other reason th		Q280 : In general, what features or Q285 : Any other characteristics of hatel drive flastur hatel drives day our or characteristics important when important when important when important when important when the deciding which will be a buy? hard drive to buy? hard drive to buy?	ics ler in h
	126 1	2/12/2017	12/12/2017	3	2	34	IL	MW	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	1	1	2	2	It is a good deal It is an ok dea	To increase my	a lot of tb no	
	142 1	2/12/2017	12/12/2017	8	2	28	NC	s	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	0	1	0	0	8	2	1	2	MORE ABOUT THIS PRODUCT NO	ON MY HARD- DRIVE NO	THE AMOUNT OF SPACE ON IT NO	
	146 1	2/12/2017	12/12/2017	6	1	69	FL	s	1	0	0	0	1	1	1	2	1	1	0	0	0	0		1	i	1	0	0	0	0	4	i	1	2	to store all my pictures fair price	backup all my data in the internal hard drive don't know	very compact brand name	
	147 1	2/12/2017	12/12/2017	4	2	44	GA	s	2	0	0	0	1	1	2	3	1	0	0	0	0	0		1	0	0	0	0	0	0	2	1	1	3	The price seems a bit high and I would prefer a higher capacity HDD.	To store photos for personal use. Also to backup any work related files in case my computer crashes.	Fast and high capacity.	
			12/12/2017	7	2	37	AZ	w	3	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	1	0	0	0	4	2	1	2	An advantage for My Computer Advancement	JUST to Have One None	Quick Connect Price	
																																			Seagate is a great brand and this one has up to St	Data storage for	Capacity, ease of	
			12/12/2017	8	2	47	TN	s	3	0	0	0	1	1	1	2	1	0	0	1	0	0		1	0	0	0	0	0	0	2	1	2	2	capacity No need to know	personal computer Gaming for special information	set up Price how much can be the price and	
	157 1	2/12/2017	12/12/2017	6	1	47	f.	S	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	1	0	0	0	0	2	1	1	2	about it more when I know i I USUALLY TALK TO MY BROTHER-N- LAW BETONE BUYING ANYTHING FOR MY PC, IT DEPPING ON WHAT HE THINKS, BECAUSE HE HAS	: needed to store none	stored storage	
	163 1		12/12/2017	7	2	54	MI	MW	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	4	2	1	3	TO INSTALL IT. PRICE?	GAMES, MISC. NONE it can be used as nd external storage it is a good		
	166 1	2/12/2017	12/12/2017	8	1	32	PA	NE	1	0	0	0	1	1	1	3	1	0	0	0	0	0		0	0	0	0	1	0	0	1	1	1	1	i really liked it a lot nice good brand, huge storage and a great a great price or	devices memory stora storing large files,		
	172 1	2/12/2017	12/12/2017	12	2	53	NI	NE	1	0	0	0	1	1	1	2	0	1	0	0	0	0		0	1	0	0	0	0	0	6	2	2	1	price. price.	ar like pics, movies and music. just random sti	The amount of ouff. space. none other	
	173 1 184 1	2/12/2017 2/12/2017	12/12/2017 12/12/2017	5	2	59 61	CA UT	w w	2 2	0	0	0	1 1	1 1	1	2	0	1 0	0	0	0	0		1	0	0	0	0	0	0	8	2 2	1 2	3	need anything that high capacity but if I did, I would probably consider it. None. Don't really need it right now na I would want to compare it to several other branks to make sover I'm getting the I would want to work in getting the I would want to the several other branks to make sover I'm getting the I would want to	System backup None. file back-up hard drive back		
			12/12/2017 12/12/2017	12 5	2 1	59 74	MI CA	MW W	2 2	0	0	0	1 1	1 1	1	3 2	0	1 0	0	0	0	0		0	1 0	0	0	0	0	0	4 8	2 2	2 1	3	buck. item for under S good brand price	e Compact, storage Convenience a 80. capacity, speed. security. backup no	and Price and storage Definitely price a capacity. brand. capacity reliability	.na
	190 1	2/12/2017	12/12/2017	24	1	34	NY	NE	1	0	0	0	1	1	1	3	1	1	0	0	0	0		0	1	0	0	0	0	0	3	2	1	1	It has great speed and cache. It has a good pri		speed performance	
	191 1	2/12/2017	12/12/2017	7	2	52	КУ	s	2	0	0	0	1	1	1	2	1	0	0	0	0	0		1	0	0	0	0	0	0	3	2	2	3	Just by reading the specs, I am not sure one way or the other no	storage for pictures, downloaded music and videos no	drive size no	
	192 1	2/12/2017	12/12/2017	17	2	33	CA	w	1	0	0	0	1	1	1	3	1	1	1	1	0	0		0	0	0	0	1	0	0	1	2	2	1	The specs are good and the price too The space	Work Security	Mobile None	
	199 1	2/12/2017	12/12/2017	4	2	46	IA	MW	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	2	2	1	2	great idea unsure seagate is top of	backup for my laptop no	storage none storage capacity	
	204 1	2/12/2017	12/12/2017	14	1	52	ME	NE	1	0	0	0	1	1	1	2	1	0	0	0	0	0		1	0	0	0	0	0	0	i	2	2	1	the line and definitely worth it seems to have the money the specs I look	all just personal use at or home no	and compatibility with my current long life and equipment dependability	
	211 1	2/12/2017	12/12/2017	6	1	64	PA	NE	1	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	0	1	0	0	0	4	2	1	2	I am not by any maans an expert on external hard drive so I do not understand all the terrer sised. Just reputable compneed something but I would have powerful enough I find out how it to do what I need it rated by consu	ny and also as a to backup for some is business excel	capacity to hold all e to the information I none off hand the need come to mind	
			12/12/2017	5	1	54	FL	s	1	0	0	0	1	1	1	3	1	0	0	0	0	0		0	0	1	0	0	0	0	2	2	1	2	powerful and cost effective good value if i were to buy a	to store business records photos	being cost effective a good value	
	217 1	2/12/2017	12/12/2017	3	2	36	OK	S	2	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	3	2	1	3	new computer no	to hold pictures no	storage space no Amount of storage,	
	225 1	2/12/2017	12/12/2017	5	2	32	IL	MW	1	0	0	0	1	1	1	2	0	1	0	0	0	0		0	1	0	0	0	0	0	5	2	2	2	Good price for the specs None I ALREADY HAVE AN EXTERNAL HARD DRIVE NOW THAT I AM USING. WHEN AND IF I BREAKS/UNUSSABL E I WILL THEN	Storage and backup none	price, quality and reliability external vs interr	ial
			12/12/2017	13	2	75	NY	NE	2	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	3	2	2	3	DECIDE WHAT TO DO. N/A still using my old one using current o	AVOID VIRUS TAKEOVERS. NO	NONE REALLY. NO	
			12/12/2017	7	1	65 28	MI NJ	MW	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	0	1	0	0	1	2	1	1	one using current o	ne back up no more memory no	capasity no not sure not sure	
			12/12/2017	9	2	42 57	CA MN	w mw	2	0	0	0	1	1	1	2	0	0	0	1 0	0	0		1	0	0	0	0	0	0	4	2	2	3	strictly price. I got mine on sale for \$49.00 no	backup storage for documents, pictures, and i music. My solid state is only 60gb no storing pictures and videos and data stora and videos and data stora storage.	age portable no in in ease of use enod	nd is or
	253 1	2/12/2017	12/12/2017	7	1	53	wv	s	1	0	0	0	1	1	1	3	1	0	0	0	0	0		1	0	0	0	0	0	0	2	2	2	2	good storage and is easy to use an portable connects direct	to save a transport cases of hard d y data needed failure	frive amount of space portable amount of space	JB .

n	ipid int	irview_start	interview_end	LOI	Q15 : What is y gender? - Wha your gender	our t is Q20:Q20-Plea enter your age	Q25_ABBR: In which of the following states do you live? - In which see of the following states do you live?	region	Q30: Which of the following devices are you using right now to take this survey? - Which of the following devices are you using right now to take this survey?	t Q40_1: An advertising, publi f relations or marketing ageno or advertising department of a company	c Q40_2: A market y research firm or a marketing research department of a company	: Q40_3 : A company in that makes h computer hardware or accessories	y Q40_4 : None of these	Q50 : Q50	Q55 : Considering any hard-drive(s) that you purchased during the nact six	past six years. I purchased an external or internal	Q65_1: Seagate	Q65_2 : Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5 : Other please specify	Q65_5_other: Other(please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2 TB	Q70_3:3TB	Q70_4:4TB	Q70_5:5TB	Q70_6 : Other		Q75 : What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell		Assuming you were Assuming you were noundering burge considering burge in this type of hand-drive and the product costs approximately 579.00, how likely 579.00, how likely 579.00, how likely on the burge thank-drive shown on the product data sheets you just saw?	Q260 : Q260 - White makes you Q265 : Q265 - Q265 - asy that you other reason that (answer from Q250) Q250) Q250) Q250)	Q270 : in general, what have been the main uses of the hard-drive(s) you bought in the Q275 : Any other pact six years? hard-drive us	Q280: In general, what features or Q285: Any other characteristics of hard-drive features hard-drive doyu or characteristics consider most when the purpose of the purpose
		42/2047	42/42/2017		,		PA	NE		0	0	0		1	1		0			0	0			1				0	0			1	2	,	I am not sure I need another one so soon, but I compare it with would certainly consider it. solutions.		Safety and security Ease of use Ease of storage
	56 1	1/12/2017	12/12/2017	8	1	61	РА	NE	1	U	ū	b	1	ī	1	2	0	1	0	Ü	0	0		ī	0	0	0	Ü	U	0	1	1	2	3	Looks like it would	For permanent storage backup of customer	
	76 1	2/12/2017	12/12/2017	12	1	43	МО	MW	2	0	0	0	1	1	1	3	0	0	0	1	0	0		0	1	0	0	0	0	0	3	2	1	2	be sufficient for both my personal and professional needs based on My only concern i description given in initial cost of this study product it looks like a good hard fifties to me	or hack in cloud family pics as based backup videos to make my computer faster and store things on	nd Proven reliable Overall size of brand name storage space
	82 1	2/12/2017	12/12/2017	7	2	29	KY	S	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	2	1	2	-	hard drive to me no I like the dimension and that it is fast with the 3.0. It is secure and I can use it for my	it no	storage amount price
	B7 1	2/13/2017	12/13/2017	3	1	29	MD	s	1	0	0	0	1	1	1	3	1	1	0	0	0	0		1	1	0	0	0	0	0	2	1	2	2	bitcoin. Bitcoin harddrive	Bitcoin flash drive Store music,	cloud network Fast
	93 1	2/13/2017	12/13/2017	3	1	38	MA	NE	2	0	0	0	1	1	1	3	0	0	0	1	0	0		1	0	0	0	0	0	0	2	2	2	2	great specs and good brand. affordable it looks like a good	documents, and photos. none to use for my computer no	size of hard drive and speed none
	94 1	2/13/2017	12/13/2017	3	2	38	ОН	MW	1	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	0	1	0	0	0	2	1	2	2	hard drive no		not sure no
	05 1	2/13/2017	12/13/2017	5	1	54	IL.	MW	1	0	0	0	1	1	1	2	1	1	0	0	0	0		1	0	0	0	0	0	0	4	1	2	4	The price is good Nothing It provides the	For backup files	Speed and safety Price
	08 1	2/13/2017	12/13/2017	5	2	32	IA.	MW	1	0	0	0	1	1	1	2	1	0	0	0	0	0		0	1	0	1	0	0	0	1	1	2	2	storage capacity I need. Price seems fair.	Back up storage for photos. No.	Price, storage capacity Brand
	199 1	2/13/2017	12/13/2017	6	2	25	IN	MW	2	0	0	0	1	1	1	2	1	1	1	1	0	0		0	0	1	0	0	0	0	4	1	2	2	i like everything it offers Looks very good but i haven't compared prices	more storage space	storage capacity Capacity and
	10 1	2/13/2017	12/13/2017	6	1	37	NH	NE	3	Ō	0	0	1	i	1	3	0	ō	0	1	0	0		0	1	0	0	0	0	0	2	2	1	2	and products for over a year so I'd No looks good jus have to check the market and compare	Lots of photo and video storage for business and Just the usu- personal use suspects	connectivity type are are certainly
	15 i 21 i	2/13/2017 2/13/2017 2/13/2017	12/13/2017 12/13/2017 12/13/2017	9 8	2 1	33 36 47	WI CA CA	MW W	2 1	0 0	0 0	0	1 1	1 1	1 1	3 2	1 0	i i	0 0	0 1	0	0		0	1 1	0 0	0	0 0	0	0 0	1 1	1 2	2 2 2		The load and the union of cycles are the power cycles are attractive to a capabilities and the well built unit has a capabilities. And the well built unit has a capabilities and the well built unit has a capability to a capability to a capability that is would be loading for.	I am a writer and I a store my writing and my research for my personal computer photos back up my laptop no not reall	a will from name that his provin storage and long task record of success Sability and y security brand name Capacity, simplessives, pice
	31 1	2/13/2017	12/13/2017	6	í	40	Nev	NE	2	0	0	0	1	1	1	3	1	0	0	0	0	0		1	0	0	0	0	0	0	8	2	í	s	desktop, which I no No. If I had a longer keep in my desktop, it sound: home. good.	I had a start up for a white, and used it for backup for that when I was first going, used it had money to buy an official backup, the company but down letters I had see it to back up entire to use important home the form of the money of the money of the had been been and family.	get my "Y: "Speed, reliability y and size. Noppe
	40 1	2/13/2017	12/13/2017	12	1	39	TΧ	s	i	0	0	0	1	1	i	2	1	0	0	0	0	0		0	0	1	0	o	0	0	3	2	1	2	capability it has specified in the description, it meets all the necessary essentials I need in a storage device. I It's speeds and think that it also is a end cold thereof six town ever well	It's been used for a back up storage for my computer. The capacity I've used is far less that than I've used it for my back up, but it can hold much more in the near extra capacity that it will need to or add model, and on to It.	Speed and quality of the hard drive that claim rely on Storage capacity for storing and value. Also important back up speed. This and dec.
																																			the cost is its from reliable	it will be usefu store the the stroage is main memorable d	al to lata it should be encrytion might be s compatible another feature
	42 1	2/13/2017	12/13/2017	7	1	27	ОН	S	1	0	0	0	1	1	1	3	1	0	0	0	0	0		0	0	0	0	1	0	O O	2	1	2	3	Your BIOS needs to recognize the hard drive. I had the trouble where it wouldn't recognize 1 TB is big enough a newer drive. The for internal use. It price is about \$151\$ like my extent too high be larger		Low-risk failure. Fact to read/write respond. Compatible with older computers and BIOS where the computer will it has to be worth recognize the price to buy
	47 1	2/13/2017	12/13/2017	5	1	36	PA	NE	į	0	0	0	1	į	1	2	0	i	ō	1	0	0		1	0	0	0	0	0	0	1	1	2	2	It's a fast HDD with a good capacity. Seagate makes a Tried and true. reliable HDD. Its a great brand that can handle my	Data back ups of my main tower. XBOX One store	Transfer rate, RPM, capacity, price Brand and age. point. Reliability.
	60 i	2/13/2017	12/13/2017	7	2	48	OR	w	2	0	0	0	1	i	1	3	1	1	0	1	0	0		0	0	1	0	0	0	0	1	2	1	1	that can handle my business needs. I would feel confident in purchasing it. None	Extra storage when needed, its more convenient None	A brand I can trust to safely store my data None

respid	interview	_start inter	trview_end	LOI	Q15 : What is your gender? - What is your gender?	Q20 : Q20 - Please enter your age:	Q25_ABBR : In which of the following states do you live? - In which of the following states do you live?	region	Q30 : Which of the following devices are you using right mow to take this survey? - Which of the following devices are you using right now to take this survey?	Q40_1 : An advertising, public relations or	Q40_2 : A market research firm or a marketing research department of a company	Q40_3 : A company that makes computer hardware or accessories	Q40_4 : None of these	g 0 050 : Q50	QSS : Considering any hard-drive(s) hat you nurchased	Q60 : Please select the one statement that best applies for any hard- drive(s) that you purchased in the past six years. I purchased an external or internal hard-drive	Q65_1: Seagate	Q65_2: Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5 : Other please specify	Q65_5_other : Other (please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5:STB	Q70_6 : Other	Q70_7 : Don't	Q75 : What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell	hAorB:**Stores \$79.0 whether or un	ng you were Ascuming your oring buying considering b per of hard- buct costs build build build build build build build build build build build build build build build build build build b	ould Q2 ould Q2 y the Q260: Q260 - w own What makes you Q265: Q265 - Any th uct say that you other reason that th you (answer from you (answer from the control of the	170 : In general, hat have been e main uses of e hard-drive(s) be bught in the Q275 : Any other sast six years? hard-drive uses?	Q280 in general, what features or Q285 : Any other characteristics of hard drive features hard drives feature characteristics consider most. that you consider important when deciding which deciding which hard drive to buy?
																																			n ba ju	one right now, I ally have nouse I after getting one what I did I ck in 2015. It's st stitting here der some other minuter stuff I wn. I assemble Atop computers y people, and cinescess when	
362	12/13/2	12/3	/13/2017	14	1	69	MI	MW	1	0	0	0	1	1	1	2	1	0	0	0	0	0		1	0	0	0	0	0	0	3	1	1	1	drive sold back files from one drive the then from Amazon. to another. b i dont like that the i like the drive and fall rate is <8%. the memory makes me a little attached with the da	sy need custom uilt desktops. No	All I want it to do its work. NO the failure rate and
364	12/13/2	12/3	/13/2017	6	2	27	MI	MW	2	0	0	Ō	1	1	1	3	0	0	1	1	0	0		0	1	0	0	0	0	0	1	2	1	2		mputer back up no se a hard drive n hark un mv	the price and dependancy no
368	12/13/2	12/	/13/2017	7	2	63	NY	NE	1	0	0	Ō	1	1	1	3	0	1	0	0	0	0		0	1	0	0	0	0	0	5	2	1	3	need another hard more storage that I st drive need	pictures no	price and reliability simple to use Portability,
381	12/13/2	12/3	/13/2017	5	2	47	TX	s	1	0	0	0	1	1	1	2	1	1	0	0	0	0		1	1	0	1	0	0	0	1	2	1	3	Thir hard drive	hat I take as a pictures as a shotographer backup lave movies, tv nows, pictures	reliability will not crash in the field none The storage
389	12/13/2	12/	/13/2017	11	2	51	GA	S	2	0	0	0	1	1	1	2	1	0	0	0	0	0		i	0	0	0	0	0	0	3	2	2	2	would meet my and personal needs. I trust Seagate.	g personal items on it. None	capability and compatibility I don't know
396	12/13/2	1017 12/:	/13/2017	11	2	30	NY	NE	1	0	0	0	1	1	1	2	0	1	0	0	0	0		0	1	0	0	0	0	0	1	2	i	3	I don't know if I st. would need all that But space. And I've If I not	some point. ps4	plenty of games. Nope.
409	12/13/2	1017 12/	/13/2017	7	1 2	62	WI	MW W	1	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	8	1		2	years ago for more A BRAND NAME I Ba storage. RECOGNIZE. and comprehensive, would not get larg outdates	d Quicken data. computer. ge format video files	Capacity. None. size, compatability with devices
423	12/13/2	1017 12/	/13/2017	4	2	32	ку	s	1	0	0	0	1	1	1	3	0	0	0	1	0	0		1	0	0	0	0	0	0	2	2		3	I'm not sure if it I generally use and would fit my needs, trust another H and I'm not sure brand so I would pn about the cost need to see versus the value movieurs on this	lousing design ojects for both personal and business Not really ing pictures and	Storage size, speed, and quality No
429	12/13/2	1017 12/	/13/2017	7	2	53	KS	MW	1	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	1	2	1	3	savi vid warranty 2 years more info on this to more info sheet	leo of family we ok from vhs to dvd no	easy to use reliable warranty price Large memory,
452	12/13/2	1017 12/	/13/2017	32	2	24	wi	MW	3	0	0	0	1	1	2	3	0	0	0	1	0	0		0	0	0	1	0	0	0	5	1	2	2	I have no need for this. I do not have	Saving data No back up of some	good brand, affordable No capacity and speed
457	12/13/2	12/3	/13/2017	4	1	51	CA	w	2	0	0	0	1	1	1	2	0	1	0	0	0	0		1	1	0	0	0	0	0	8	1	2	5	To	oring music files important files store business ocuments and	
464 465	12/13/2		/13/2017	26 12	1	36 35	NC FL	s	2	0	0	0	1	1	1	2	0	1	0	0	0	0		0	1	0	0	0	0	0	1	2	2	1		music No Storage No back up my data	How many gb has No Capacity, spin cycled and heat nothing
468	12/13/2	1017 12/	/13/2017	4	1	56	MA	NE	2	0	0	Ö	1	1	1	2	0	1	0	0	0	0		0	0	1	0	0	0	0	1	2	1	3	Not sure if it is so compatible with a co laptop. No.	back up my data bit doesn't get impromised or stolen. Not really.	The amount of The quality of the storage it has. hard drive.
469	12/13/2	1017 12/3	/13/2017	4	1	22	CA	w	2	0	0	0	1	1	1	3	0	0	0	1	0	0		1	1	1	1	1	0	0	1	2	2	1	i like that it all in one and i think it is i would buy it just one of the best out because it has there, brand is well more features than known other ones	here were for business use no	storing a lot of information not sure
	43/43/	1047 436	(12/2017			40														Ď.												2	1	1	it has a really good price and it has all the thines i am	orage of games work loads	
4/1	12/13/2	12/:	/13/2017	8	1	48	PL.	5	2	0	0	Ü	1	1	1	2	0	1	6	U	0	0		1	0	Ü	U	0	0	0	2	2			Do not like Seagate, will only Ba	acking up files,	its storage space no not really
472	12/13/2	12/1	/13/2017	8	1	72	DE	S	2	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	2	2	1	5	Digital hard drives I no	videos . no sack up home computers and	Ease of use size
480 482	12/13/2		/13/2017	5	2	35 47	CA TX	w s	1	0	0	0	1	1	1	3	0	1	1	1	0	0		0	0	0	1	0	0	0	5	1		1	Price is a Seagate before and bac consideration it's a good product easy to use and saffordable easy to use	at work. no we documents and pictures no	brand think of storage no
489	12/13/2	1017 12/:	/13/2017	5	2	50	IL	MW	1	0	0	0	1	1	1	3	0	0	0	1	1	0	multiple brands	1	1	0	0	0	0	0	i	1	2	1	based on the information provided, the amount of storage and security would no, just the por be a good value at amount of storage file 579 for the price	no. primarily to transfer documents for table storage of sq. documents, etc.	portability, amount no. just space and of storage space portability
490	12/13/2	1017 12/	/13/2017	5	1	65	FL	s	1	0	0	0	1	1	1	2	0	i	0	0	0	0		í	0	0	0	0	0	0	1	1	2	3	Would have to look at other drives in WOuld depend on the same category competitive pricing p	general data ahoto backup backup	capacity, speed, interface form factor

respid	I intervis	ow_start in	nterview_end	LOI	Q15 : What is yo gender? - What your gender?	our is Q20 : Q20 - Ph ? enter your a	Q25_ABBR : In which of the following states (you live? - In whi hase of the following se: states do you live	da ich 8 region	Q30 : Which of th following devices are you using righ now to take this survey? - Which o the following devices are you using right now to take this survey?	s c Q40_1: An i advertising, publi of relations or marketing agenc or advertising of department of a company	ic Q40_2 : A marke yr research firm or marketing research department of a company	at Q40_3 : A company a that makes ch computer a hardware or accessories	Q40_4 : None of these	Q50 : Q50	Q55 : Considering any hard-drive(s) that you purchase during the past six years, please indicate the following:	Q60 : Please select the one statement that best applies for any hard-drive(s) that you did purchased in the past six years. I purchased an external or intern. hard-drive	ct it : : al Q65_1:Seagate	Q65_2 : Western Digital (WD)	Q65_3 : HGST, o its predecessori Hitachi Global Storage Technologies or Hitachi	r s Q65_4: Toshiba	Q65_5 : Other please specify	Q65_5_other : Other (please specify):	: Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5:5TB	Q70_6 : Other	Q70_7 : Don't know / Not sure	Q75 : What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell	hAorB:**Stores whether respondent sees A or B**-**Stores whether respondent sees A or B**	Assuming you were Ac- considering buying co this type of hard- drive and the product costs approximately 579.00, how likely you be to buy the hard-drive shown on the product data sheets you just saw?	suming you were noidering buying is type of hard- drive and the product costs approximately 19.00, how likely re unlikely would be to buy the ard-drive shown on the product tata sheets you just saw?	Q260 : Q260 - What makes you Q265 : Q265 : Q265 - Q260 - Q250) Q250) Q250)	Q270 : In general, what have been y the main uses of the hard-direk(s) in you bought in the Q275 : a past six years? hard-dir	Q280 : ir what fee character hard-driv consid import: -Any other decidi frive uses? hard-dri	n general, abures or Q285 : Any c eristics of hard-drive fe- rest do you or characteri er most thy you con ant when important w ye to buy? hard-drive to	other atures istics istider when thich o buy?
																																				It's got a great transfer rate and looks like a well transfer and the sol file that thas the that thas the that thas the that thas the that that the that the market for the market for that of the that	Donal	The tra	Most import the size, one usually endough personal use, like having to just in case. processor extremel important as and this one i. The third the think is crist important as accurately and ability to be accurately and ability to be compared to the security and the securit	unt is TB is sh for but I hout I hout I is ly is well, is fast. wing I scally is the d the able to rwipe
501	12/13	3/2017 1	12/13/2017	34	2	37	CA TX	w	2	0	0	0	1 1	1	1	2	0	1	0	0	0	0		0	1 0	0	0	0	0	0	1 1	1 1	1	2 2		looks like a very competitive price trust the Seagat for the storage. I also like that it has a 2 year warranty or the last drive bought. Seagate is a very	Mainly I use it to drive for store photos and other important made made documents such as and e tax returns, birth certificates, contracts, etc. bor	my hard the stor security but it has way; my pc faster average, ifficient, external ming I didn't this one I se when I has all ught it. sp how m	rage, the the hard-dry yall look end of life, the above has technol. As far as that I've neve IHDs looks like it that this hard the right is very easy ecs. wipe.	is one logy ir seen seems 5-drive .y to
508	12/13		12/13/2017	7	2	32	IL.	MW	2	0	0	0	1	1	1	3	1	1	1	1	0	0		1	1	1	1	1	0	0	1	1	2	•		It has the capacity and the specs that meet my storage needs. It's affordable	To use as a backup	No Car	nacity Price	
517 518	12/13	3/2017 1 3/2017 1	12/13/2017	6 5	1 1	27 40	IL IL	MW MW	2	0	0	0	1 1	1 1	1 1	2 2	0	i 0	0	0	0	0		0	1 0	0	1 0	0	1 0	0	2	1 1	2 2		3 2	I am a loyal buyer of Western Digital external hard drives. However, Seagate is ranked second, although II it is a somewhat have enever bought decent price for from them before. only 3 TB of space It looks good No	To back-up (and store) all of my music and movies: I have bought at least 2 or 3 extends have divised in the last six long of the company of	in a while most impostorage. bra	portantly "larger" size v and. released	s. And ne next
520	12/13	8/2017 1	12/13/2017	4	1	31	NY	NE	2	0	0	0	1	1	1	3	1	1	0	0	0	0		1	1	0	0	0	0	0	2	1	2		2	definitely because i have to compare it to different brands and if i get a better deal on similar features i will take that. I don't think so.	To store data, video, music, games, movies etc. 8	Capacity. Hard dri No. RP	interface. rive type. PM. I don't kno se of teh	ow.
525	12/13	3/2017 1	12/13/2017	32	1	36	VA	S	2	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	4	1	i	3		Would prefer SSD over SATA drives Nope Right now I am not in the market for	Media storage N	drive and Nope it is SSD	d whether 0 or SATA Nope	
532	12/13	3/2017 1	12/13/2017	11	1	52	UT	w	2	0	0	0	1	1	1	2	0	1	0	0	0	0		0	0	1	0	0	0	0	3	1	1	3		in the market for such a drive No It looks like it would work for my needs but I would	backup s	price, co no speed, d	capacity, durability no	
533	12/13	3/2017 1	12/13/2017	3	1	27	ОН	MW	1	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	1	1	2		3	to others no It seems like a	store music and documents not at I use it to back up	really storage The spa price an	e space speed ce and the I want it to be the most a reputable b	e from brand
539 543	12/13		12/13/2017 12/13/2017	4	1	27 32	MD CA	s w	2	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	2	1	2		2	product it has. I like the customization. I like the design	personal files. No Storage Conv	one importa venience S	ant thing. as well. ize Design	
549	12/13	3/2017 1	12/13/2017	4	1	44	wv	s	1	0	0	0	1	1	1	2	1	1	0	0	0	0		1	1	0	0	0	0	0	1	2	2		1	its a good price and	STORING DATA E SUCH AS PICTURES NO	ONE SPEED /	AND SIZE NONE	
557	12/13	3/2017 1	12/13/2017	13	1	55	FL	s	1	0	0	0	1	1	1	3	0	0	0	1	0	0		1	1	0	0	0	0	0	1	2	1	2		acceptable for my it is a reputable needs company		speed of spe	of data nsfer rate of fail	lure
558	12/13	3/2017 1	12/13/2017	5	2	30	PA	NE	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	1	2	2			it sounds like a reliable and functional product it has good stats	extra space for pictures and word documents save er	istra data the cost	t and size reliabilit	y
560	12/13	3/2017 1	12/13/2017	7	1	38	wi	MW	1	0	0	0	1	1	1	2	1	0	0	0	1	0	Samsung	1	0	0	0	0	1	0	1	2	1	3		SSD drives seem to be much more desirable. They are faster and prices are falling. However a regular drive does work for really think of at large file storage. Have to have need and would consider price to be	Storage for music Just ger and my HD movie up of a collection. If	neral back a few key Speed, files. my m	Cost, are ain two. not really	ły.
564	12/13	3/2017 1	12/13/2017	6	1	73	FL	s	2	0	0	0	1	1	1	2	1	0	0	0	0	0		1	0	0	0	0	0	0	8	2	1	3		important no This have innovation, it the Description it	from dvr	no price and	d storage no	
566	12/13	3/2017 1	12/13/2017	8	2	35	тх	s	2	0	0	0	1	1	1	3	0	1	0	i	0	0		1	1	0	0	1	0	0	1	2	2		2	efficient and have relevant but i dor multi benefits like the price	storage	сар	acity quality	
575	12/13	3/2017 1	12/13/2017	7	1	50	VA	s	2	0	0	0	1	1	1	2	0	0	0	i	0	0		0	1	0	0	0	0	0	3	2	2		3	Only will if I need a new internal HD did not see a price	video and audio e storage not to save a lot of my	really storag	ge size price	
590	12/13	3/2017 1	12/13/2017	7	1	25	PA	NE	1	0	0	Ö	1	1	1	2	0	0	1	1	0	0		0	1	1	0	0	0	0	1	2	ž		2	It has a lot of storage and for a reasonable price not really	work from my job and save things from ancestry.com	reliab durability no good	blibity, y, cost and reviews not reall	ly
595 596	12/13	3/2017 1 3/2017 1	12/13/2017	6 4	2	41 59	OH NH	MW NE	2 2	Ö Ö	ō ō	0	1 1	1 1	1 1	2 2	0	0	0	1 0	0	ō ō		1 1	0	0	0	0	0	0	2 5	2 2	2 2		2	It has enough storage for me and seems to be a good fit for my needs No only if i need one if i dont need to	I have years of family pictures stored on my hard drive. Many family members are gone now, and everyone is always interested in old pictures aback up sto	l always no s torage for	My son alway me that it look at the transfer rate i ize importan reliable price	ys tells he is very nt
	-,	-																																						

respid	terview_start	interview_end	LOI	Q15 : What is yo gender? - What your gender?	ır is Q20 : Q20 - Pleas enter your age:	Q25_ABBR : In which of the following states do you live? - In which of the following states do you live?	region	Q30 : Which of th following devices are you using right now to take this survey? - Which o the following devices are you using right now to take this survey?	t Q40_1: An advertising, publif relations or marketing agenc advertising of department of company	Q40_2: A marke cy research firm or marketing resear a department of company	et Q40_3 : A compan r a that makes computer a hardware or accessories	Q40_4: None of these	g50: Q50	QSS : Considering any hard-drivo(s) that you purchased during the past six years, please indicate the following:	drive(s) that you	Q65_1: Seagate	Q65_2: Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4: Toshiba	Q65_5: Other please specify	Q65_5_other: Other(please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5:STB ((Q70_6 : Other kr	Q70_7 : Don't now / Not sure	Q75 : What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell	Asi co th	250A: Q250A - Q256 unining you were Assum uning you you you you you uning you you you you you data	ing you were sering buying per of hard- pe of hard- re and the duct costs roximately), how likely likely would e to buy the drive shown What make he product say that sheets you (answer f ushows) (250)	60 - s you Q265 : Q265 - Aı you other reasen the you (answer fro Q250)	Q270 : In general, which have been ny the main uses of at the hard-drive(s) m you bought in the Q275 : past six years? hard-drive(s)	ine azezi. Hasa-au	i ganeral, stures or Q285 : Any other ristics of hard-drive features es do you or characteristics that you consider it when is protect when deciding which to buy! hard-drive to buy?	
																																		It seems to everything	I think the storage have and price are the that I only things that	ge I like to put my e music and photos I on these as a back up to my c computer. That w		I really couldn't say anything else. I think that they are space and all basically the cost same.	
597	12/13/2017	12/13/2017	9	2	57	NY	NE	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	4	2	2		would nee 2 reasonable It has all specification	d at a would be cost. concerned with the the brand name is I am important. It is	up to my L computer. That w is a	thor	no the	
604	12/13/2017	12/13/2017	9	1	60	CA	w	2	0	0	0	1	1	1	3	1	0	0	0	0	0		1	0	0	0	0	0	0	3	2	1	2	looking fo hard dri Bad experi	is I am important. It is in a dependable we product ence	to store pictures to bai and video files con	k up my warrant iputer ease brand m		
605	12/13/2017	12/13/2017	11	1	77	IN	MW	1	0	0	0	1	1	1	2	0	1	1	0	0	0		1	1	0	0	0	0	0	1	2	1	5	with seagat drives		data storage	brand m sea		
613	12/13/2017	12/13/2017	7	1	45	VA	s	3	0	0	0	1	i	1	3	1	1	0	0	0	0		1	0	0	0	0	0	0	2	2	2		They make hard drives a specs a consistent w 2	re ith my The price is	Storage of photos and personal Stor. documents. retrieva	ige and Capai of media. dura	ity and Noise when in billty. operation.	
614	12/13/2017	12/13/2017	5	2	57	PA	NE	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	1	0	0	0	0	2	2	2		I THINK BEG IT HAS M ROBUST FEA AND 2 FUNCTION	AUSE ORE TURES		NO SP	COMPATABILITY ACE AND SECURITY	
615	12/13/2017	12/13/2017	5	2	64	FL	s	2	0	0	0	1	1	2	2	1	0	0	0	0	0		0	0	0	1	0	0	0	1	2	2		l like th description product. I easy to rea 2 not confu	e of the was d and ing. no	to back up personal items because I was getting a new laptop	no easy t	has enough o install storage	
630	12/13/2017	12/13/2017	15	1	35	RI	NE	2	0	0	0	1	1	1	3	1	1	0	0	0	0		1	1	0	0	0	0	0	i	1	1	3	I think I w rather have in my des computer b might be go a data dr	ould an SSD stop at this od for It is pretty chea ive. though.	Backup and storage and moving data from p one system or Data server to another. sys	drives in Failure ri tems. size, ar	te, speed, Price is also d brand. important.	
																																		it seems like value for th and it look	a good lit is a product i price, would use on : like a regular basis, and	I have had problems with computers beauting down beauting down beauting down an external drive. It's frustrating to lose photos and files. I also don't necessarily trust an online cloud ormpletely. I would sit rather use a leep physical drive. I	Price at the top Reliab storage high	d value is priority. Itsy and The size of the paper are drive itself matters on my a little, but not the local fact.	
636	12/13/2017	12/13/2017	9	1	26 50	MO	MW	3	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	1	0	0	0	0	6	1	1	2	quality pro Covers most		ele. physical drive.		ation list. most. ortability Dont know	
C40	42/42/2047	12/13/2017		1			N.F.	2	0	0	0	1	1	1	2	0	1		0	0					0	1	0			1	1	1	3	Not in the r at the mor but it looks good pro- priced rij	narket nent, like a luct fit. no	To increase storage for my PS4 Pro	usb wit plug and no spe	h simple play, and price, and d issues recognized name transfers brand	
649	12/13/2017	12/13/2017	5	1	58	AL	S	3	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	2	1	1	2	Depending needs I would warr reviews f	on my The price to see	Storing data and photos N	one Storag	e space None	
656	12/13/2017	12/13/2017	59	1	34	PA	NE	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	0	1	0	0	3	2	2		3 purchases 3 produs	t no	expand use of my computer Backups, Storing photographs off	no good pe Storage	formance no	
657 661	12/13/2017 12/13/2017	12/13/2017 12/13/2017	9	1	77 60	PA CA	NE W	1	0	0	0	1	1	1	2	1 0	1	0	0	0	0		1	0	0	0	0	0	0	2	1	2		need for r 3 storag I dont need 5 drive	nore no a sata	site, Storing other video media Music storage.	and my o no with ti Size, ca	xperience e brand no	
666	12/13/2017	12/13/2017	6	1	60	IL	MW	2	0	0	0	1	1	1	3	1	0	0	0	0	0		0	0	1	0	0	0	0	3	1	2		It looks like option ar 2 reasonably	a good d is Seagate is a grea priced. brand.	store data N	Depend one s	bility and Price should be te. reasonable.	
670	12/13/2017	12/13/2017	4	1	30	PA	NE	1	0	0	0	1	i	1	3	1	1	0	1	1	0	Samsung	0	1	0	1	0	1	0	i	1	2		Capacity is small. I w need 4tb or 4 minimu	too ould more,	Media storage backup (music, movies, files ar video games) wo	Long life personal speed, d backup quiet, do k files too	fast write- reliable, es not run hot	
672	12/13/2017	12/13/2017	6	1	58	мо	MW	1	0	0	0	1	1	1	3	0	1	0	0	0	0		0	0	0	1	0	0	0	1	1	1	1	thats a lo power for little	very no value is	expand memory and lower computer work rate thus allowing	power no I	and work	
673	12/13/2017	12/13/2017	9	1	58	ME	NE	1	0	0	0	1	i	1	3	0	1	0	1	0	0		0	1	0	0	0	0	0	5	2	i	1	A 3 TB for \$7 want i	9 yes I The size is what i t looking at	'm For data mostly Yes fo	I like the and then but the backups also in	size first the speed make is Yes I like the sata portant hook up.	
676	12/13/2017	12/13/2017	9	1	54	AZ	w	3	0	0	0	i	i	2	3	0	1	0	0	0	0		0	0	1	0	0	0	0	2	2	2		3 Just not su	re of. None	To back up service files Sto	knowing growing	g its not to crash Storage capacity	
677	12/13/2017	12/13/2017	6	1	45	WA	w	2	0	0	0	1	1	1	2	1	1	0	0	0	0		1	1	0	0	0	0	0	1	2	2		The specs a within wi would nee expect an brand is kno respected price point it the same 1 competit	re well lat i d and i the wn and The labout las ors no other reason	storage of photographs and is music	speed st no size of	ibility and he drive no	
678	12/13/2017	12/13/2017	6	1	62	CA	w	2	0	0	0	1	1	1	3	0	0	0	1	0	0		0	1	0	0	0	0	0	3	2	2		I would only if it was a 3 portable o	how it	For storing files and programs for backup or for use between different computers	Portab	ity, USB	
680	12/13/2017	12/13/2017	4	1	51	LA	s	2	0	0	0	1	1	1	2	1	0	0	0	0	0		0	i	0	0	0	0	0	5	2	2		it would dep what other i were availal their specifi 3 and pric	end on models ele and ations es no	to back up my home computers and smartphone pictures	branc amount no sp	, price, of storage ace no	

respid	interview_star	t interview_encies	d LOI	Q15 : What is you gender? - What your gender?	ur is Q20 : Q20 - Please enter your age:	Q25_ABBR: In which of the following states do you live? - In which of the following states do you live?	region	Q30 : Which of the following devices are you using right now to take this survey? - Which of the following devices are you using right now to take this survey?	Q40_1: An advertising, public relations or marketing agency or advertising department of a company	Q40_2 : A market research firm or a marketing research department of a company	Q40_3 : A company that makes computer hardware or accessories	Q40_4 : None of these	g () () () () () () () () () (055 - 5	drive(s) that you purchased in the past six years. I purchased an external or internal	Q65_1: Seagate	Q65_2 : Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4: Toshiba	Q65_5 : Other please specify	Q65_5_other: Other (please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2 TB	Q70_3:3TB	Q70_4 : 4 TB	Q70_5:5T8 (Q; 170_6 : Other knc	70_7 : Doe't w/ Not sure	Q75: What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell	hAorB: ** Stores whether respondent sees A or B ** - ** Stores whether respondent sees A or B **	Assuming you were Assuming you we considering buying considering buying this type of hard-drive and the product costs approximately 579.00, how likely 579.00, how likely 579.00, how likely out her to buy the hard-drive show on the product dont sheets you just saw?	y 5	Q270 : In general, what have been the main uses of the hard-drive(s) gove bought in the pact six years? hard-drive us	Q280: In general, what features or Q285: characteristics of hard-drives do you or chara- consider most that you consider most that you important when important when deciding which deciding hard-drive to buy? hard-drive	Any other ve features acteristics acteristics ant when ng which ive to buy?
696	12/13/2017	12/13/2017	10	1	27	NY	NE	2	0	0	0	1	1	1	2	1	0	0	0	0	0		0	0	1	0	0	0	0	5	2	1	4	I am not sure that I need another 3TB Annualized Failure hard drive. If I Rate of 48% sounds bought another nebulous and en it would a scary.	Media Storage and File back up No	Reliability, storage capacity, and price/value. Powe	
689	12/13/2017	12/13/2017	8	1	53	D€	s	2	0	0	0	1	1	1	2	1	0	0	0	0	0		1	0	0	0	0	0	0	1	2	1	2	the technical specs are a little beyond me, i generally look at the size and it is a very good whether it is price and would fill compatible with my need for an external hard drive the price.	storing photos, games, freeing space on the computer hard drive and for back up purchased	ne d that no ther size, price, and those compatibility import.	re are not, are the ant things
694	12/13/2017	12/13/2017	6	1	60	wv	s	2	0	0	0	1	1	1	2	1	1	0	1	0	0		1	0	0	0	0	0	0	1	2	1	2	si the brand name quality	toring information on them movies	speed	no
699	12/13/2017	12/13/2017	35	1	63	MI	MW	1	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	3	1	2	2	would be usable storage I need	safe back up none	for	vice
712	12/13/2017	12/13/2017	4	1	74	SC	Š	1	0	0	Ö	1	1	1	3	0	0	0	1	0	0		1	0	0	0	0	0	0	4	1	2	3	I am not really a Seagate fan. none Three reason: Seagate has been a superior manufacturer of	principal PC Synching, backup desktop	dependability n	ine
716	12/13/2017	12/13/2017	8	1	62	NC	Š	1	0	0	ō	1	1	1	2	1	0	0	0	0	0		1	0	0	0	0	o	0	2	1	1	1	manufacturer of hard drives, the fact it has a <1% failure rate/ the two year limited warranty. none	Replacement for a failed hard drive. none	Product reliability/ established company that stands behind its product/ great reviews from users. n	one
723	12/13/2017	12/13/2017	10	1	57	TX	s	1	0	0	0	1	1	1	2	0	1	0	0	0	0		0	1	0	0	0	0	0	3	1	1	2	seagate has a good s reputation none	toring movies and pictures no	fast access, high capacity, long life	no
728	12/13/2017	12/13/2017	11	2	40	TX	s	2	0	0	0	1	1	1	3	1	0	0	0	0	0		0	1	0	0	0	0	0	1	1	1	2	l like the available No additional features and comments at this options time	The main uses is for personal and work None at this ti	I look for performance, dependability me storage technology None at	this time
730	12/13/2017	12/13/2017	10	1	33 32	NJ CA	NE W	1 2	0	0	0	1	1	1 1	2 2	1 1	1 0	0	0	0	0		1 1	1 0	0	0	0	1 0	0	1 2	1 1	2	3 2	I would need to know the SPM geed of the drive before deciding, couldn't seem to find that it information on the data sheer. Also would need to would need to go the drive I what the failure was of the drive I. what the failure was of the drive I. I'd also the to see P price of the drive I. what the failure was of the drive I. I'd also the failure was not the failu	Nersonal storage of system back various types of drives in case files. main drive fall	Storage size and price per Gigabyre/Terabyte. Speed of the drive, rpm of the platter, rpm of the platter, state connection. July Also the amount of Research of cache the drive rate of rare. uses. am inte	ving failure the drive I rrested in.
750 758	12/13/2017 12/13/2017	12/13/2017 12/13/2017	9	1 2	59 18	NH FL	NE S	2 2	0	0	0	1	1	1	2 2	1	1 0	0	0	0			0	1 0	1 0	0	0		0	1 2	1	1 2	2		I bought an external drive so that I had soddinand portable storage for ALL my devices and I bought and internal HD for my Just those two-security system. The pact 3 years there pictors and misses space it other devices.	The capacity is primary. The speed of data transfer and the brand over because of quality. The is and reliability, imports storage qu	price is tant too. sality
765	12/13/2017	12/13/2017	5	2	20	FL	s	2	0	0	0	1	1	í	3	0	0	0	1	0	0		0	0	1	0	0	0	Ó	3	1	2	1	i love all the features that comes with the product a great deal for me		easy storage, a great amount of storage space	no
776	12/13/2017	12/13/2017	5	1	50	TN	S	3	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	0	1	0	0	0	3	2	2	4	The price the memory	capacity memory it has been a combo of personal	price and memort me	nory
777	12/13/2017	12/13/2017	8	1	51	NH	NE	1	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	0	0	1	0	0	1	2	1	2	the cost cost	and business don't know	cost and size n	ine
782	12/13/2017	12/13/2017	31	1	85	CA	w	1	0	0	0	1	1	1	2	1	1	0	0	0	0		0	1	1	0	0	0	0	3	2	2	2	am familiar with and now own one. When I need a new Three TB is a I HD I would usable size for my consider this drive among others. size.	install in a remote install internal drive container to a new fabricat use as an external computer device.	ly in Price, size 2 to 3 physic TB, and reliability 1/2°, i of the device reputation of	al size 3 nterface uzzi
785 786	12/13/2017 12/13/2017	12/13/2017 12/13/2017	15 7	1 1	65 59	FL OH	S MW	1 2	0	0	0	1	1 1	1 1	2 2	0	1 1	0	0	0	0		0 1	1 0	0	1 0	0	1 0	0	1 1	2 2	2 1	4	To large No	file storage of videos and music none Store photos Important file		one No
796	12/13/2017	12/13/2017	9	1	52	тх	s	1	0	0	0	1	1	1	2	1	1	1	0	0	0		1	1	0	1	0	0	0	1	2	1	2	l like Seagate's and it's not a bad price. no this would definately solve a	storage no, all in pc'		peed and der rate
803	12/13/2017	12/13/2017	5	1	43	DE	s	2	0	0	0	1	i	1	3	0	0	0	1	0	0		0	0	0	0	1	0	0	1	2	1	1	space its a good deal	pictures, documents none	speed, capacity, how lo value ser	ong it will ve me
806 808	12/13/2017	12/13/2017 12/13/2017	6	1 1	47 56	MI TX	MW S	1	0	0	0	1	i i	1	3 2	1 0	0	0	0	0	0		1 1	0	0	0	0	0	0	1 2	2 2	1 2	2	The special look decent, and would definitely serve my needs for home use. It might work sometimes, trusted brand and but I dy orbabily go has a reputation with sometime go for fight quality of the full-fire for that.		Size and transfer power set to rate. Especially for the among personal set, and the set of the set	uiet it is, draw, and unt of heat serates.

resp	iid interviele	w_start int	terview_end	LOI	Q15 : What is you gender? - What i your gender?	ur is Q20 : Q20 - Ples enter your ag	Q25_ABBR : In which of the following states do you live? - In which see of the following : states do you live?) ' region	Q30: Which of the following devices are you using right mow to take this survey? - Which on the following devices are you using right mow to take this survey?	e t Q40_1 : An advertising public relations or marketing agency or advertising department of a company	ic Q40_2: A market y research firm or a marketing research department of a company	t Q40_3 : A company a that makes h computer hardware or accessories	Q40_4 : None of these	g () () () () () () () () () (Q60 : Please select the one statement that best applies for any hard- drive(s) that you purchased in the past six years. I purchased an external or internal hard-drive	Q65_1: Seagate	Q65_2: Western Digital (WD)	Q65_3 : HGST, or its predecessors Httachi Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5: Other please specify	Q65_5_other: Other (please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2TB	Q70_3:3T8	Q70_4 : 4 TB	Q70_5:518	Q70_6 : Other	Q70_7 : Don't know / Not sure	Q75 : What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell		ASSON 1250A - QSSON 1250A - QSSON 1250B - QS	TO THE STATE OF TH	Q270 : In general, what have been the main uses of the hard-drive(s) you bought in the Q275 : Any i post tay years? hard-drive using ghotes and important documents that I	Q280 in general, what features or Q286 characteristics of hard discord when do not that y important when import	: Any other rive features aracteristics ou consider ctant when ding which trive to buy?
81	3 12/13	/2017 1	12/13/2017	5	1	25	IN	MW	2	0	0	0	1	1	1	3	0	1	0	1	0	0		0	1	0	0	0	0	0	3	2	2	1	the data speeds the quality of the and the price hard drive	don't want to be placed on my Storing musi computer. audio file	Price and quality of The fea c and the storage and you ma as along with speed more to	ature proof if ay need it for than 5 years.
81-	4 12/13	/2017 1:	12/13/2017	7	1	30	CA	w	1	0	0	0	1	1	1	3	1	1	0	0	0	0		0	1	1	0	0	0	0	i	2	1		The features of the hard drive are very desirable. The capacity, drive speeds, reading and writing are all solid. And at the Made by a brand I price mentioned trust in for external it's a very good bow hard drive is would have to see would have to see would need to see what movement. If it med and what movement.		file Capacity and	ie USB type
82	3 12/13	/2017 1	12/13/2017	10	2	43	WA	w	2	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	0	1	0	0	0	1	1	1	3	what myneeds if i could get were reimbursed	not sre no backup & add*l	value	none
83	5 12/13	/2017 12	12/13/2017	8	1	63	CA	w	1	0	0	0	1	1	1	2	1	1	0	0	0	0		1	1	1	1	1	0	0	1	1	1	3	it depends none	storage none	size	cost
83	7 12/13	/2017 1	12/13/2017	13	2	20	NY	NE	1	0	0	0	1	1	1	2	0	1	0	0	0	0		0	1	0	0	0	0	0	3	2	1	2	It looks very high tech don't know	Storing video games, documents and pictures no	Storing capacity	no
844	5 12/13 9 12/13	/2017 1: /2017 1:	12/13/2017	6	1 2	61 27	NH NY	NE NE	2	0	0	0	1	1	1	3	1 0	1	0	0	0	0		1 0	0	1	0	0	0	0	3	1	2 2	3	IT looks good and I like ugste but I'd want to get some reviews on how it reality performs in the field on ireally need it? also the colors are garish nope	File storage None store external information duh nope	speed failure rate time size, ease of set up co	no e machine apable
85/	5 12/13 5 12/13	/2017 1: /2017 1:	12/13/2017	12	1	21	MO LA	MW S	1 2	0	0	0	1	1	1	3	0	1	0	0	0	0		0	0	0	1 0	0	0	0	1	1	2	3	I have not done enough research offices: I would need to do more before I form opinion. It is good brand it will fit my needs and it is good price well	Personal and Business. Nope. to use it for back- up of the hard to use it for s drive files	I prrefer drives with higher speeds because I transfer lots of audio and video. Retoring high volume space and fast access	Hiability. ght and nient to use
85	7 12/13	/2017 1: /2017 1:	12/13/2017	11	1	68 58	NY NI	NE NE	1	0	0	0	1	1	1	2	1	0	0	0	0	0		1 0	1 0	0	0	0	0	0	3	1	1 2	2	Patt experience indicates Seagate is very reliable, better than the competition, so when ready to add another drive, i would definitely consister Seagate purposes. because imay need more data storage no 579 is very	Data storage none for the movie to back up my i woold like to computer data later	Composition of compos	atibility with y current uipment.
87	5 12/13	/2017 1:	12/13/2017	12	2	21	ΑZ	w	2	Ö	ō	0	1	i	1	3	0	0	0	i	0	0		0	0	0	0	i	0	0	6	2	1	1	reasonable price for all the extras you get with the hard drive Reasonable price	Backing up files or using it for class No Purely for ideotaped backup which eventually is viewed and then deleted. No.	Price and storage abilities As I c home, size is	No only use at the compact s important and at a
87	9 12/13	/2017 1	12/13/2017	27	2	58	NY	NE	3	0	0	0	1	1	2	2	0	1	0	1	0	0		0	0	1	1	0	0	0	1	2	1	4			Reliable and easy are to use and install. reason	nd at a nable price.
88: 88:	5 12/13 5 12/13 9 12/13	/2017 1: /2017 1: /2017 1:	12/13/2017 12/13/2017 12/13/2017	5 5	1 2 2	36 32	MN CA GA	MW W	2 2 2	0 0	0 0	0 0	1 1	i i	1 1	2 3	0 1	1 1	0 1	0 0	0	0		1 1	1 1	1 0	0 0	0 0	0 0	0 0	1 1	2 1 2	2 2 2	2 1	the configuration shows in the data sheet is matching what I need but I may look for piction seagate is my best trusted brand like the features. I would need to consult with my spouse price range	storing movies, games and music back up storage no keep fam pictures an storage keep sca	capacity, size and price storage load its price and capacity brance price price price and capacity brance price pric	ding time d and trust
																																			depends on the price of others like like other Western Dieltal company/makers	storage in case protection as desktop or laptop randomw		
89	1 12/13	/2017 12 /2017 12	12/13/2017	6	1 2	48	NY FL	NE S	1	0	0	0	1	1	1	3 2	0	0	0	0	0	0		1 0	0	0	0	0	0	0	2	2	2	3	Western Digital company/makers which I like better better It will be much help Good product.	desktop or laptop randomw. dies attacks Store personal things No		patability t of space
89	8 12/13	/2017 1:	2/13/2017	6	,	41	TX	,	,	0	0	0	1	1	1	,	0	1	0	0	0	0		1	0	0		0		0	8	1	1	,	Just to have extra one in my The price. household.	Pictures, school documents and some music. None	Price and snare Pro	rishility
90	12/13	/2017 1:	2/13/2017	4	,	25	A7	w	1	0	0	0	1	1		3	0		0	1	0	0			0	0	1	0	0	0	2	2	,	2		Pictures, I write down my novel ideas which I have music, down LOTS of videos,	loads,	No.
																																				ctors slot of ctuff		
90 90	1 12/13 5 12/13	/2017 1: /2017 1:	12/13/2017 12/13/2017	9 5	2 2	28 44	AZ NY	W NE	2 3	0	0	0	1 1	1 1	1 1	2 2	0	0	0	1 0	0	0		0	1 0	0	0	0	0	0	1 2	2 2	1 2	1 2	Looks like a product I need No Alot of storage Easy	on my computer and need more room No Extra storage Downloa		No Brand
97	2 12/13	/2017 41	12/13/2017	3	1	27	er.	ς.	1	n	n	n	,	1	1	3	1	1	0	0	0	0		1		0	0	,	0		2	2	2	2	Its sleek and seems easy to install Mope	For long-term storage. College papers and work elated documents. Not reall Storage and backup No	wheth Storage and needs v. compatibility pow	portable, ser or anot it s an outside ser source. ing comes to
92	5 12/13		12/13/2017	7	1	39	тх	s	2	0	0	0	1	1	1	3	1	1	0	0	0	0		1	0	0	0	0	0	0	2	2	1	1	Best price by far Large size	Storage and backup No	Nothir Stability	ng comes to mind
																																			I'm not sure if I really needs right			
92	7 12/13	/2017 1	12/13/2017	4	2	42	AZ	w	1	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	1	0	0	0	0	5	2	2	3	now. I'm not going to school anymore Not really	To do my chores at the college mainly Not real		ot really
93	4 12/13	/2017 1:	12/13/2017	5	1	38	MD	s	1	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	3	1	2	2	Overall, this seems I know that this like a quality hard company is a drive option, at a leader in the field fair price. of hard drives.	To upgrade the storage capabilities of my products. none	Speed in which the hard drive can read information, a large storage capability, and a good price.	none

regid litterieu stat listerieu end	ı LOI	Q15 : What is your gender? - What is	Q20 : Q20 - Please enter your age:	Q25_ABBR : in which of the following states do you live? - In which of the following states do you like?	resion	Q30 : Which of the following devices are you using right now to take this survey? - Which of the following devices are you using right now to take this survey?	t Q40_1: An advertising, publi f relations or marketing agenc or advertising department of a	ic Q40_2: A market y research firm or a marketing research department of a commany	CQ40_3 : A company that makes h computer hardware or accessories	Q40_4: None of thise	ti	QSS : Considering any hard-drive(s) hat you purchased luring the past six years, please indicate the e.	drive(s) that you purchased in the past six years. I purchased an xternal or internal	Q65 1: Seagate	Q65_2: Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65, 4 : Toshiba	Q65_5: Other	Q65_5_other: Other (please specify):	Q65_6 : Don't know/ Not sure	070 1 - 178	070.2~218	070 3:318	020 A-4 IB	Q70.5:5TB C		rei ins 1_7:Don't w	Q75: What year was your most cent purchase of an external or ternal hard drive shich was 1 to 5 TR canarity?		hAorB: ** Stores whether respondent sees A or R.**. ** Stores	Q250A : Q250A - Assuming you were J considering buying it this type of hard- drive and the product costs approximately 579.00, how likely or unlikely would you be to buy the hard-drive shown on the product data sheets you just saw?	Assuming you were considering buying this type of hard- drive and the product costs approximately \$79.00, how likely or unlikely would you be to buy the hard-drive shown	Q200 is general, which fabricare is which fabricare is which fabricare is which fabricare is which have been hard-drived dup in which have been hard-drived dup in which fabricare is with the dip of the part of	hard-drive features or characteristics that you consider important when deciding which
937 12/13/2017 12/13/2017					,	2									0	0			0											1			Lam fond of the Pirture storage and	brand
939 12/13/2017 12/13/2017 939 12/13/2017 12/13/2017	10	2	41	GA WA	w	2	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	2	1	2	3	1	brand No personal files Gaming downloads space good brand, nice price no extra storage no easy to use	no
940 12/13/2017 12/13/2017	7	1	42	CA	w	1	0	0	0	1	1	1	2	1	1	0	1	0	0		0	0	0	1	0	0	0	2	1	1	1		3 tb is good The gigs Have more space None The gig space I am looking for a 4	Speed
947 12/13/2017 12/13/2017	6	1	34	NY	NE	1	0	0	0	1	1	1	2	0	0	0	1	1	0	samsung	0	1	0	1	1	0	0	1	1	2		2	3tb for \$80 is to 5tb hdd for Storage games and space size and i its cheap \$100 vids editing video files 7200 rpm b	brand of the maker
948 12/13/2017 12/13/2017	6	1	23	NV	w	3	0	0	0	1	1	1	2	0	1	0	0	0	0		0	1	0	0	0	0	0	2	1	1	2		It looks as a device	No
																																	I had bad experience with the Seagate brand, I can find personal, storage so, I'm kinda comething similar information, music capacity TB, brand,	
952 12/13/2017 12/13/2017	7	2	38	co	w	2	0	0	0	1	1	1	2	0	1	0	0	0	0		0	1	1	0	0	0	0	2	1	2		3	so, I'm kinda something similar information, music capacity TB, brand, skeptical in other brands and personal files no price	none
955 12/15/2017 12/15/2017	11	2	45	CA	w	2	0	ō	0	1	i	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	2	1	2		3	my lates because you just not because you just not not going to how a going to how a foliar or foliar	Yes, I am looking for value based on the amount of space and the price - space to price - space -
958 12/13/2017 12/13/2017	4	2	37	м	MW	1	0	0	0	1	1	2	2	1	0	0	0	0	0		1	0	0	0	0	0	0	2	1	1	2		price for the product no to store photos no storage space	no
																																	Because it has a lot of storage space Media storage	
961 12/13/2017 12/13/2017	7	1	44	FL	S	1	0	0	0	1	1	1	2	0	1	0	0	0	0		0	0	1	0	0	0	0	2	1	1	2		And the quality of music, video, the product I like the brand photos, doc Western digital US8 3.0	Backup Company
965 12/13/2017 12/13/2017	11	1	56	AL	s	3	0	0	0	1	1	1	2	1	0	0	0	0	0		0	0	1	0	0	0	0	4	1	2		2	Capacity and Storing things price, brand, spect, security Speed important to me Archiving etc	experience and reputation
																																	it's about the data storage, price, amount of standard price for videogames, data storage and 3TB right now no backup no reliability	
967 12/13/2017 12/13/2017 975 12/13/2017 12/13/2017	3	1	37	TX	S	2	0	0	0	1	1	1	2	0	0	0	0	0	0		0	0	0	0	0	0	0	1	1 2	2	1	2	3TB right now no backup no reliability has a lot of storage good price pictures powerpoints storage capacity	no price
976 12/13/2017 12/13/2017	8	1	39	VA	s	2	0	0	0	1	1	1	3	1	0	1	i	0	0		1	0	1	1	0	0	0	1	1	1	2		Bezaude Exeme that it is a very good product, it is consipable with that is a very good product, it is consipable with consipable with seems related: a be a neetmal on movies, video seems related: be die neetmal on de Table be holdy Republic best conse Products P	Brand
982 12/13/2017 12/13/2017	7		36	CA.	w	2	0	0	0	1	1	1	2	1	1		0	0	0			,	0	1	0	1	0	1	1	1	3		I'm more of a fan many complaints of western digital about segate Saving pictures and no hard drive drives drives drives drives drives issues capacity and speed	brand name and
986 12/13/2017 12/13/2017 989 12/13/2017 12/13/2017	9	1 2	61 25	со	W	2	0	0	0	1 1	1 1	1 1	2 2	1 0	1 1	0	0	0	0		1 0	1 0	0	0	0	0	0	2	i i	1 2	3		to the second of the control of the	none Quick
1001 12/13/2017 12/13/2017 1017 12/13/2017 12/13/2017	5	1 2	72 37	NJ AL	NE S	2	0	0	0	1	1	2	2	0	1	0	0	0	0		1	0	0	0	0	0	0	7	2	2		2	For the prior, Act or condex, view not the one to solicit the electronal hand of the electronal hand of the electronal hand of the electronal of the ele	small size None
1021 12/13/2017 12/13/2017	6	2	25	MN	MW	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	3	2	2		2	The amount of for movies, videos, good for home storage it can hold homework and for gamma greating out of servers and desktops. enough for me. projects. the wtow one. and if it is portable.	none that are not
1024 12/13/2017 12/13/2017	11	2	29	OR	w	3	0	0	0	1	1	1	3	1	0	0	0		0			0	1	0	0		0		2	1	4		The size is a big factor, i want to make a big factor and in the size of the size of the big factor and in the size of t	How easy it is to use the hard drive with my devices
1027 12/13/2017 12/13/2017	7	1	36	PA	NE	1	0	0	0	1	1	1	3	1	0	0	0	0	0		0	1	0	0	0	0	0	3	2	2		3	improvement consider them more capabilities just storage mostly amount of memory	performance

rece	iid interview	w start inter	reniew end	IOI	Q15 : What is you gender? - What is your pender?	r ; Q20 : Q20 - Pleass enter your age	Q25_ABBR: In which of the following states do you live? - In which of the following states do you live?	resion	Q30: Which of the following devices are you using right now to take this survey? - Which of the vices are you using right now to take this survey?	: Q40_1: An advertising, public relations or marketing agency or advertising department of a	Q40_2: A market research firm or a marketing research department of a	Q40_3 : A company that makes h computer hardware or arresorries	Q40_4 : None of these	g (50 : Q50	Q55 : Considering any hard-drive(s) that you purchased during the past six years, please indicate the following:	past six years. I purchased an external or internal	Q65_1: Seagate	Q65_2 : Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologius or Hitachi	Q65_4 : Toshiba	Q65_5: Other	Q65_5_other: Other (please specify):	Q65_6: Don't	Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5 : 5 TB	Q7 Q70_6:Other kno	10_7: Don't	Q75 : What year was your most ecent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	rell		Q250A: C250A. — Q250B: Q250 Assuming you were Assuming you were Assuming you were Assuming you were Assuming you were and the product coast approximately product coast approximately product coast approximately product coast approximately would or unlikely would or unlikely would or unlikely would but buy he you be to buy the you be to buy the you be to buy the lard-drive shown hard-drive shown	eere ling id-	Q270 : in general, what have been the main uses of the hand-drive(s) you bought in the Q275 : Any office us a part of years. Dan't drive us	Q280 in general, with telesters or Q285 : Any other characteristics of hard drive features consider most important when important when important when et deciding which deciding which had drive to buy? Had drive to buy? Had drive polycomial price.
102	8 12/13/	2017 12	2/13/2017	13	1	33	GA GA	s	2	0	0	0	1	1	1	2	0	1	0	0	0	0	now, not sure	0	1	0	0	0	0	0	6	1	2	1	Great price for 3tb A size im looking size for	Video backup Documents	Hard drive spaceand price None
																																			trust the brand for its quality and right i like the quality capacity and capacity	for nome use store	easy to install instructions and
103	3 12/13/ 1 12/13/	2017 12 2017 12	2/13/2017	13	2	42 38	MD CA	s w	1	0	0	0	1	1	1	2	1	1	0	0	0	0		1	0	0	0	0	0	0	1	2	1	1 2	capacity and capacity specs and pricing would likely fit my are good needs	videos pictures no extra storage don't know	capacity its quality size and reliability price
106	2 42/42	2017 17	2/12/2017			27	CA	181	2			0					0			0	0	0					1				۰	2	1	5	I have no need for it No need	file backup no	read & write speeds, size price no
																																				To save important	***************************************
																																			Because it is a little better than what I - I like that there is	To save important documents, and to be able to I do save perso download files on my his software. drive.	nally rd No other features It is the space. that I can think of.
106	b 12/13)	2017 12	2/13/2017	20	2	39	AL	2	2	U	0	U	1	1	1	3	U	U	0	1	0	o o		1	0	0	0	0	0	U	ь	1	1	1	have now. more capacity. the realiability of	software. drive.	the amount of
106	9 12/13/	2017 13	2/13/2017	9	2	52	NJ	NE	1	0	0	0	1	1	1	2	1	0	0	0	0	0		1	0	0	0	0	0	0	1	2	1	2	the data base the companies long security success	for storage no	space, speed, size and cost no
107	S 12/13/	2017 12	2/13/2017	9	1	69	Тх	S	1	0	0	0	1	1	1	3	0	1	0	1	0	0		1	0	1	0	0	0	0	3	1	2	2	due to increased necessary storage That covers the or replacement I main reason. It is a would definitely very attractive consider this option. capacity.	Backing up all files on my desktop on one office and backing up business on backing up business on a backing up business on admit office on a third. Currently utilizing 2 devices for backing up document files, both personal and business; and video previous an files.	all de Esse ef voe and Brand thout is also capacity a consideration
																																			Excellent product description and relevant No further information. comment.	Large capacity storage of important and No further	Reliability, speed No further
108	6 12/13/	2017 12	2/13/2017	12	1	51	UT	w	3	0	0	0	1	1	1	3	1	1	0	0	0	0		1	1	0	0	0	0	0	1	2	1	1	information. comment. I like that it has a lot of th but I would like to explore more options before I No that is the main	critical data files. comment.	and overall quality. comment.
108	8 12/13/	2017 17	2/13/2017	6	2	35	NY	NE	2	0	0	0	1	1	1	3	1	1	0	1	0	0		0	0	0	1	1	0	0	1	1	1	2	explore more options before I No that is the main commit to buying it reason	To store pictures and videos of family I use it all	The ammount of The color and the storage and the way it looks comes durability into play as well
109	0 12/13/	2017 12	2/13/2017	9	2	35	NY	NE	2	0	0	0	1	1	1	2	1	1	0	0	0	0		1	0	0	0	0	0	0	2	1	1	1	Its a great price Its very useful	To store large files No	It is easy to install No
																																			The specs are top notch and thats a Data speeds fair price on the suitable for my	Separation of work and private data to	Power consumption, size,
109	9 12/13/	2017 13	2/13/2017	5	1	24	NY	NE	3	0	0	0	1	1	1	3	1	0	0	1	0	0		1	1	0	0	0	0	0	1	1	1	2	current market uses	separate drives Backups	compatibility Data transfer rates
110	7 12/13/	2017 12	2/13/2017	9	2	50	AZ MS	w	1 2	0	0	0	1	1	1	2	1	0	0	0	0	0		1	0	0	0	0	0	0	3	1	1	4	Its capacity seems too small companed to what I have purchased in the past. In/a SAFE AND SECURE PRODUCT WITH A LL DIFO OVER BUY SHARS OF PRODUCTO SERVICE IN THE CONVINCED IME OF COMPANY SALE	Have not had any issues w/ hard drives in the pact occurrents six years. documents	R: Storage capacity and it's prior are too important factors. Noto brand name and quality grafter my decide on what to buy. DATA CAPACITY AND CONSUMER REVERS SUPPORT
111	2 12/13,		2/13/2017	7	1	30	OK	s	2	0	0	0	1	1	1	3	0	1	1	0	0	0		0	1	0	1	0	0	0	1	1	2	2	Fred the workload per TB is a great per TB is a	General back up and also for work fleet that are large. No other up strictly for media one,nothin storage,fictures, other than wh	The amount of space is can had and have long it is and had song it is least an easy set in up process as well no up process as well no up process as well and the cost ploys a
111	3 12/13/	2017 12	2/13/2017	5	1	39	CA	w	1	0	0	0	1	1	1	3	1	1	0	0	0	0		0	1	0	1	1	0	0	1	1	1	3	second because its first because its	storing photos	the amount of
112	4 12/13/	2017 12	2/13/2017	35	1	35	AL	s	2	0	0	0	1	1	1	3	0	1	1	1	0	0		1	1	0	0	0	0	0	2	2	1	1	more informative attention grabbing and detailed and appealing it seems like it would work very well with my	and documents right now Used for personal chilling contacts.	oer space, speed, reliability durability
112	7 12/13/	2017 12	2/13/2017	5	1	50	ОН	MW	3	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	1	0	0	0	0	3	2	1	2	would work very well with my desktop I have no information on the size of the hard drive Nothing is wrong with it It is made by a company I trust with the memory	ect. None Extra hard drive for	Price, storage Ease of use Manufacturer.
112	9 12/13/	2017 17	2/13/2017	10	2	62	FL	s	2	0	0	0	1	1	1	2	1	0	0	0	0	0		1	0	0	0	0	0	0	3	2	2	3	size of the hard drive no other reason Nothing is wrong	storage and to backup OS no Not enough	specifications and
113	4 12/13/	2017 17	2/13/2017	6	2	37	PA	NE	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	1	0	0	0	0	1	2	2	3	with it The memory it is made by a	storage None	None None
116	8 12/13/	2017 12	2/13/2017	10	1	20	NC	s	2	0	0	0	1	1	1	2	1	1	0	0	0	0		1	0	0	0	0	0	0	2	2	2	2	company I trust and the price is not bad none	they are usually slow none	the space and speed none
117	4 12/13/	2017 13	2/13/2017	6	1	43	DE	s	2	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	3	2	2	2	good quality better then others	photo storage no	storage no
118	1 12/13/	2017 17	2/13/2017	8	2	53	ОН	MW	1	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	0	1	0	0	0	1	1	2	2	Has great specs and is innovative No	To store pics and movie No	Speed No
121	0 12/13/	2017 12	2/13/2017	13	1	65	LA	s	1	0	0	0	1	1	1	3	0	1	0	0	0	0		1	0	0	0	0	0	0	1	1	2	3	It appears to be a good buy. But I would want to shop around before I commit. No other reason. the price isnt too bad for what you its made br a good	Stores large video files. none, yet.	Capacity, Easy to I do look at the use. Price. brand name.
123	1 12/13/	2017 12	2/13/2017	10	2	39	МІ	MW	2	0	0	0	1	1	1	3	0	0	0	1	1	0	scandisc	1	0	0	0	0	1	0	1	2	2	2	recieve. brand	pleasure use. pictures and f	les specs no
123	3 12/13/	2017 12	2/13/2017	5	2	26	FL	s	2	0	0	0	1	1	2	2	0	0	0	1	0	0		0	0	0	1	0	0	0	2	1	1	2	Sounds like a great price for a lot of memory Don't know	to back up my primary laptop in case of internal malfunctions no	storage and ease of use no

respid	interview_sta	rt interview_er	nd LOI	Q15 : What is yo gender? - What your gender?	ur is Q20 : Q20 - Please enter your age:	Q25_ABBR : In which of the following states do you live? - In which of the following states do you live?	region	Q30 : Which of the following devices are you using right now to take this survey? - Which of the following devices are you using right now to take this survey?	Q40_1 : An advertising, public relations or marketing agency or advertising department of a company	Q40_2 : A market research firm or a marketing research department of a company	Q40_3 : A company that makes computer hardware or accessories	Q40_4 : None of these	Q50 : Q50	QSS : Considering any hard-drive(s) that you purchased during the past six	external or internal	Q65_1: Seagate	Q65_2: Western Digital (WD)	Q65_3 : HGST, or its predecessors Hirachi Global Storage Technologies or Hirachi	Q65_4 : Toshiba	Q65_5 : Other please specify	Q65_5_other: Other (please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5 : 5 T8	Q Q70_6 : Other knd	70_7 : Don't ow / Not sure	Q75: What year was your most recent purchase of an external internal hard drive which was 1 to 5 TB capacity?	cell	hAorB: ** Stores whether respondent sees A or B ** - ** Stores whether respondent sees A or B **	Assumming you were Assumming you we considering burght this type of hard-drive and the product costs approximately 579.00, how like or unlikely would you be to bury th hard-drive shown on the product data sheets you just saw?	y 4 d e Q260 : Q260 - n What makes you up that you (265 : Q265 - Q250 (2000 - Q250) Q250 (2000 - Q250)	Q270 : in general, what have been the main uses of the hard-drive(s) you bought in the Q275 : Any past six years? hard-drive	Q280 : in general, what features or Q2 characteristics of har hard-drives do you or consider most the important when important when deciding which dusses? hard-drive to buy? har	185 : Any other d-drive features characteristics at you consider portant when eciding which d-drive to buy?
					_	_																												Price was my main consideration when I purchased one. none	backup before		
1242	12/13/2017	12/13/2017	7 5	2	42	TX	s	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	3	1	2	1		updating OS none e space none	price	price
1283	12/13/2017	12/13/2017	7 6	1	37	SC	s	3	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	2	1	2	i	seem like good deal to have it Good price and lots of space. Nope	Games and movie storage Pictures ar	d files Size	Speed
1284	12/13/2017	12/13/2017	7 4	2	44	ст	NE	1	0	0	0	1	1	2	2	0	1	0	0	0	0		0	0	1	0	0	0	0	2	2	1	2	It is inexpensive and the specs are awesome no	store pictures no	worry if my computer dies	no
1293	12/14/2017	12/14/2017	7 36	1	70	AL	s	1	ō	0	0	1	1	1	3	1	1	0	1	0	0		0	1	0	1	0	0	0	1	2	1	2	Good brand, good specs on the drive, positive experience with the brand before (multiple times) reasonable	Data storage, customers files, VERY large software installations (AlData / Mitchell general st OnDemand) and usa	7200 RPM, warranty, brand, prage price, read/write ge rates	n/a
																																		Interface and capacity the biggest reasons. I trust the brand. Seems solid and Meets sanitizatio great value specs I do not need that large of a hard drive none	None so far , an exter more of a blanket. Ir one compat one compat Backup , mostly . this or	To me nal is afety Above 3T.	
																																		trust the brand . Seems solid and Meets sanitizatio	more of a blanket . Ir s one compat	arety Above 31. need Sanitization . ble like Meets all my Tru	sted brand and
1313	12/14/2017	12/14/2017	7 9	1	46	KY	S	3	0	0	0	1	1	1	3	1	1	0	0	0	0		0	0	0	0	1	0	0	2	1	2	1	great value specs I do not need that	Backup , mostly . this or	e criteria vi	alue , for sure
1334	12/14/2017	12/14/2017	7 10	1	67	TX	S	1	0	0	0	1	1	1	3	0	1	0	0	0	0		1	0	0	0	0	0	0	6	2	1	4	drive none	back-up no	warranty	none
1339	12/14/2017	12/14/2017		1	53	AL	s	1	0	0	0	1	1	1	3 2	1 0	0	0	0	0	0		0	1	0	0	0	0	0	2 8	1 2	1 2	3 3	I would review all other products compared to this one No want to read reviews none	For the most part, I have used them as a back up drive for important documents, photos and videos store my backs ever information up	Storage capacity thing	Not really
1340	11,14,1017	12/14/2017		•	ou.		,	•	Ü		Ü	•	•	•	•		Ü		•				•		Ü						•	•	•	if i had the money		ease or use	price
1344	12/14/2017	12/14/2017	7 8	2	35	TN	S	2	0	0	0	1	1	1	3	0	1	0	1	0	0		0	1	0	1	0	0	0	2	2	2	2	to spare it would be a deal. nothing	movies, mucic, pictures, rusumes, and others no personal storage, i.e. photos, files,	the space storage capacity,	none
1346	12/14/2017	12/14/2017	7 9	1	76	FL	s	1	0	0	0	1	1	1	2	1	1	0	0	0	0		0	1	0	1	0	0	0	1	1	2	4	I have not had good luck with Seagate drives in the last few years no	i.e. photos, files, programs, backup files. no	USB compatibility, speed, brand in relia that order.	ability from past experience
1366	12/14/2017	12/14/2017	7 10	2	30	IL	MW	3	0	0	0	1	1	1	2	0	1	0	1	0	0		1	0	0	0	0	0	0	7	1	1	2	It's cheaper than Alot more storal what they used to for a lower price be. my old one it fitsany	e To keep my of computer pretty clean of extraness No	Just the size and download speed.	No
1367	12/14/2017	12/14/2017	7 9	1	22	FL	s	2	0	0	0	1	1	1	2	1	0	0	0	0	0		0	1	0	0	0	0	0	3	2	1	2	it fitsany computer, quality would look for brand sale	extra storage that is secure for schoolwork picture	quality and storage s capacity i	do not know
																																		It seems standard issue compared to	Yes I have been the	Speed and	
1368	12/14/2017	12/14/2017		1	37	NY	NE MW	3	0	0	0	1	1	1	3	1	0	0	1	0	0		0	1	0	1	0	0	0	2	2	1 2	2	others. Not sure if I wou It looks like a great product na	d. main user. Office and	nome. reliability.	Price also.
13/2	12/14/2017	12/14/2017	, -	2	41		MW	1	Ü		Ü				,		Ü				0		0		Ü		1			2	-	2	*	doent need it a	space for video game system storage video	scoage space o	rand reviews
1374	12/14/2017	12/14/2017	7 21	1	34	МО	MW	2	0	0	0	1	1	2	2	1	1	0	0	0	0		1	0	0	0	0	0	0	1	2	2	4	money concens the moment Good specs and operating		reliabiltey	size
1375 1391	12/14/2017 12/14/2017	12/14/2017 12/14/2017	7 5 7 4	1 2	41 27	TX MI	S MW	1 2	0	0	0	1	1	1 1	3	1	1 0	0	1	0	0		0	1	0	1 0	0	0	0	1 2	1	2 2	2 4	price would work temperature ran well for my needs is good dont need it ust dont need i not sure i really need that and would like to know may be overkill it the price my needs	ge environment for for ca projects programs storage no	d cycles, temp range, ning rw speed none	warranty none
1396	12/14/2017	12/14/2017	7 5	2	56	IL	MW	1	0	0	0	1	i	1	2	0	i	0	0	0	0		0	0	1	0	0	0	0	3	1	2	3	need that and would like to know may be overkill the the price my needs	or store photos and documents none	capacity and price	security
1404	12/14/2017	12/14/2017	7 5	2	60	NY	NE	1	0	0	0	1	1	2	2	1	0	0	0	0	0		0	0	1	0	0	0	0	2	1	1	2	If I had a need for a drive with that much capacity, I would probably buy it	Backup data No	Space	no
																																				Just space for putting pics and files on that I don't	
1409	12/14/2017	12/14/2017	7 5	2	45	UT	w	2	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	6	2	1	2	The cost is pretty cheap Has good memo	Just extra storage y space No	need to store on my computer.	Speed
1435	12/14/2017	12/14/2017	7 4	1	50	FL	s	1	0	0	0	1	1	1	2	1	0	0	0	0	0		0	0	0	1	0	0	0	3	1	1	2	had power I needed options I neede	general computing, d Word and Excel intern	t working, not failing	lighting
																																		It sounds like a good product for	back up and	size, speed, and	
1443	12/14/2017	12/14/2017	7 4	1	35	IA OH	MW	2	0	0	0	1	1	1	3 2	0	0	0	0	0	0		1	1	0	0	0	0	0	1 2	1	1	3	what i would need. nope, that is it not sure if I need it none	storage uses no that run out of room billing	s it quality	no
1449	12/14/2017	12/14/2017	, ,		47	UH	MW	1	Ü		Ü				2		Ü				0		0	•	Ü					2	-	-	3	not sale in I need it none	personal use, for	speed, capacity,	none
1472	12/14/2017	12/14/2017	7 6	2	42	MI	MW	1	0	0	0	1	1	1	2	1	1	0	0	1	0	Samsung	1	0	0	1	0	0	0	1	1	1	1	That is a great price no	web surfing, playing games, and word processing watching to	warranty, whether it is internal or ideos external	don't know
1473	12/14/2017	12/14/2017	7 5	í	42	NY	NE	i	0	0	0	1	i	1	2	0	1	0	0	0	0		0	1	0	0	0	0	0	4	1	2	3	It seems like a good price but I would first want to look at customer reviews to see how people rate this hard drive. No.	To use as back-ups for my main hard drive. No.	Aside from size, I look to see what the failure rate has been.	No.
																																		it sounds Not really, I wou trustworthy, I like maybe buy one that it can go to 6TB, works with legacy systems were right	d o e Storing files, music,	Reliability, speed, space, portability, use with older systems	
1480	12/14/2017	12/14/2017	7 4	2	35	NE	MW	2	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	2	1	1	2	i already have one	to back up old	storage size, size of	No
1483	12/14/2017	12/14/2017	7 16	2	30	VA	s	1	0	0	0	1	1	2	2	0	0	0	1	0	0		0	0	1	0	0	0	0	4	2	2	3	and i dont need a im sure they an second one expensive	documents and my music on my laptop nope	hard drive. ease of mu using	st be easy. plug and load
1507	12/14/2017	12/14/2017	7 5	2	37	VA	s	2	0	0	0	1	1	1	3	0	1	1	0	0	0		1	0	0	0	1	1	0	1	1	1	2	\$79 for 3TB drive is From a well know pretty good price manufacturer It has a good	To back up data - just back up	orily to Size, Speed, o data reliability - type	SATA vs IDE
1511	12/14/2017	12/14/2017	7 4	2	28	MI	MW	1	0	0	0	1	1	1	3	0	0	1	1	0	0		0	0	0	1	1	0	0	2	2	1	2	It has a good amount of memory and transfer speed. The brand is trustworthy. My external hard I am not familia	Adding extra storage so I can run programs off my CPU. NO. Help declut computer	Size and price. ter my	Brand.
1512	12/14/2017	12/14/2017	7 3	2	39	FL	s	1	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	3	1	2	3	drive currently with the brand suits my needs. seagate.	Store pictures and improvideos. performa	e nce. Space	Cost

Q250A : Q250A - Q250B : Q250B -Assuming you were Assuming you were

re	spid inte	rview_start	interview_end	LOI	Q15 : What is you gender? - What is your gender?	r = Q20 : Q20 - Pleass enter your age:	Q25_ABBR : In which of the following states do you live? - In which of the following states do you live?	region	Q30 : Which of the following devices are you using right now to take this survey? - Which of the following devices are you using right now to take this survey?	Q40_1: An advertising, public relations or marketing agency or advertising department of a company	Q40_2: A marker research firm or marketing researc department of a company	t Q40_3 : A company to that makes h computer hardware or accessories	Q40_4 : None of these	Q50 : Q50	QSS: Considering any hard-drive(s) that you purchased during the past six years, please indicate the following:	Q60 : Please select the one statement that best applies for any hard- drive(s) that you purchased in the past six years. I purchased an external or internal hard-drive	Q65_1: Seagate	Q65_2: Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5 : Other please specify	Q65_5_other: Other (please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5 : 5 TB	Q70_6 : Other	Q70_7 : Don't know / Not sure	Q75 : What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell	hAorB: ** Stores whether respondent sees A or B ** - ** Stores whether respondent sees A or B **	Assuming you were Assuming you we considering buying continued by the product costs approximately 579.00, how like or unifilately would you be to buy it hard-drive adhow on the product data sheets you just saw?	re 18 19 19 19 19 19 19 19	Q270 : In general, which have been you the main use of the hard-drive(s) no you bought in the Q275 : Any hard-drive to past six years?	Q280 in general, what features or Q285 : Any other characteristics of hard drive features on consider most. The you consider most than the consideration of the c
1	527 1	/14/2017	12/14/2017	4	1	36	GA	s	2	0	0	0	1	1	1	2	0	0	0	í	0	0		0	1	0	0	0	0	0	2	2	1	2	it looks good to me but the brand is something that i am not trusting very much at this point until i do some research none	to back up personal files in case of system crash and to store some personal photos away from hacking none	memory, durability, brand, reviews none
1	521 1:	/14/2017	12/14/2017	5	,	25	NY	NE	1	0	0	0	1	1	1	3	1	1	0	0	0	0		0	1	0	1	0	0	0	1	2	1	3	I don't really know much about internal hard drives to say if i'd buy it for sure at the moment. None.	External file storage so that I could easily physical transport it elsewhere if needed. None.	Compact. Sturdy. Good reviews: Has the storage amount want. Brand I've used before. None.
1	538 13	/14/2017	12/14/2017	7	2	51	TX	s	3	0	0	0	1	1	i	2	i	i	0	0	0	0		0	0	1	0	0	0	0	2	2	2	2	It has good capacity and is at a reasonable price No It looks like it would work just fine for what I would get it for no	To save important documents and photos No	Capacity and speed No
1	539 15	/14/2017	12/14/2017	3 4	2	30 26	wi	MW	2	0	0	0	1	1	1	2	1	1	0	0	0	0		0	0	0	0	1	0	0	3	2	1	ž 1	would work just fine for what I would get it for no it has the capcities I need good specificatio	to store pictures back up	o space ease of use ability to back up amount of storage files
1	550 13	/14/2017	12/14/2017	5	1	63	MA	NE	i	0	0	0	1	1	1	2	1	0	0	0	0	0		0	0	1	0	0	0	0	2	2	1	2	I'd buy it to replace Good price for another one storage Depending on if I	storage pics, docs, scars OS	Speed track record
1	560 13	/14/2017	12/14/2017	5	2	29	FL	s	1	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	3	2	2	2	Depending on if I was needing a new HDD or not. If I was in the market, it is appealing and a great choice at the price point. See first answer	Backing up photos, videos, documents Transferring on my personal when purch computer. new comps	g files asing Price and Size, ater. Price and size capacity.
1	564 13	/14/2017	12/14/2017	6	1	38	MA	NE	2	0	0	0	1	1	1	2	1	1	0	0	o	0		1	1	0	0	0	0	0	3	2	2	3	I am not looking for an internal hard drive, I prefer the external kind for personal use no	Storage of personal data, such as pictures, videos, etc no	Storage space, speed, reliability no
1	568 13	/14/2017	12/14/2017	5	1	22	CA	w	3	0	0	0	1	1	i	2	1	1	0	0	0	0		1	0	0	0	0	0	0	2	2	1	3	Good quality but for extra drives i care primarily about \$/TB.	Personal file archives, pc build (not as boot disk)	S/TB, wattage, reliability based on customer reviews.
1	570 13		12/14/2017	5	2	40 60	NY AR	NE S	3	0	0	0	1	1	2	2	1 0	0	0	0	0	0		0	1	0	0	0	0	0	1	2	2 2	2	It cost the same as the 2tb one I bought and sounds way better Price is good too it is a very good price capacity up to 5 I	computer storage storing mo	How much info you can save/back up ments on it Fast going vivis capacity if there quiet
1	582 12	/14/2017	12/14/2017	30	2	62	NY	NE	1	0	0	0	1	1	1	3	0	0	0	1	0	0		1	0	0	0	0	0	0	2	1	1	2	Lots of storage Affordable Seagate is a recognizable name don't know its a good brand and has enough space no	extra storage no	don't know don't know
1	592 12	/14/2017	12/14/2017	5	2	47	NC	S	2	0	0	0	1	1	i	2	i	i	0	0	0	0		1	0	0	0	i	0	0	4	1	2	i	I don't like using	portable storage no	ease of use they last Storage capacity, speed, if it is an SSD or not,
1	594 13	/14/2017	12/14/2017	5	1	45	IN	MW	1	0	0	0	1	1	1	3	1	1	0	0	0	0		1	0	0	0	0	0	0	1	1	2	4	spinning disk hard I find the reliability of SSD's to be machine storage. better i would need to shoo around.	by Data storage paper weight mainly. I remove the	reliability, sconce reputation of nem manufacturer no
1	596 13	/14/2017	12/14/2017	18	2	42	м	MW	2	0	0	0	1	1	2	3	1	1	1	i	0	0		0	1	0	0	0	0	0	1	1	2	3	i would need to shop around, compare it and make sure it was i needed for the system i wanted to put it in	back up info, old hard-drive died, need more space	reliability, size, warrenty the number of terabytes and how if its compatable
1	501 12	/14/2017	12/14/2017	7	1	39	мі	MW	1	0	0	0	1	1	1	2	1	0	0	0	0	0		0	1	0	0	0	0	0	2	1	2	1	its a great buy at it has more stora, 79 dollars for what it an what i have you get now Seems to meet my	ge downloading videos i have made for safe keeping movies t	fast it can with my current
1	505 13	/14/2017	12/14/2017	4	1	63	SC	s	3	0	0	0	1	1	1	2	0	1	0	0	0	0		0	1	0	0	0	0	0	3	1	2	2	requirements/need s No Because this is Premium Product. Works Fast and	Game storage Picture stor Storage of Files, Contacts	Storage capacity, rage speed No High Speed Connectivity,Run
1 1	508 1: 520 1:	/14/2017 /14/2017	12/14/2017 12/14/2017	14 8	1 1	48 39	WA PA	W NE	3	0	0	0	1 1	1 1	i i	2 2	i i	0	0	0	0	0		0	0	0	1 1	0	0	0	1 2	1	1 1	2 1	Works Fast and Durable and Long Life Nothing Specific sounds good I like Seagete products, so it's one of my first choices when I need new It has a good computer items amount of storage	Contacts Information and Stores important Albums Nothing Sp. movies not reall	one click backup, Works Inexpensive, Works ecific interchangeably with all Flatform by space none
1	544 13	/14/2017	12/14/2017	8	2	44	LA	S	i	0	0	0	1	1	i	2	i	0	0	0	0	0		0	1	0	0	0	0	0	1	1	2	2	choices when I need new It has a good computer items amount of storag because it would be beneficial and	store pictures and e videos	brand and amount of storage space
1	556 12	/14/2017	12/14/2017	6	2	34	TX	s	2	0	0	0	1	1	i	2	0	0	1	1	0	0		1	1	0	0	0	0	0	1	1	2	2	would be a great it would be helpf product to have	ul for storage storage	large storage small but holds a capacity lot of storage
1	562 17	/14/2017	12/14/2017	7	2	45	LA	s	2	0	0	0	1	1	1	2	1	1	0	0	0	0		1	1	0	0	0	0	0	2	1	2	i	seagate makes great hdd and the size is perfect price is good	pictures, movies documen music backup	ts, price and amount of storage no
1	569 1:	/14/2017	12/14/2017	15	2	51	MA	NE	1	0	0	0	1	1	1	2	1	0	0	0	0	0		0	1	0	0	0	0	0	2	2	1	1	Seagate is a good name in hard drives, 579 is a great price for a 3T8 hard drive and I would have every confidence in Seagate to perform beautifully no brainer	store photos and documents no	size, brand name no
		447047	42 (44/2047	40		20					0	0	1	1	2	2	1	1	0	0	0	0		0	1	0		0		0	6	1	1		The cost is a little high for what I need. I would prefer to spend less than \$50 on a 2-4 TB drive No	I use my hard drives to back up dada and store my	My main two considerations are storage size and
1	1. 581 13	/14/2017	12/14/2017	7	2	35	TX	s s	3	0	0	0	1	1			0			1	0	0		0	0	1	0	0	0	0		1		1	Because it's inexpensive for so much spaceit's a great price 5tb	To help my speedit us Storage mostly run so slo	y PC ed to sw Storage price name No

respid	interview_	tart intervi	ew_end	LOI	Q15 : What is you gender? - What is your gender?	r Q20 : Q20 - Ple enter your ag	Q25_ABBR : In which of the following states do you live? - In which ase of the following e: states do you live?	o h ? region	Q30 : Which of the following device are you using right mow to take this survey? - Which the following devices are you using right now take this survey.	he as Advertising pub of marketing agen or odvertising agen or odvertising open of open open of open open of open open open open open open open open	Q40_2: A mar ncy research firm marketing rese department o company	ket Q40_3: A com or a that makes arch computer 1 a hardware o accessories	oany r Q40_4 : None o these	of Q50 : Q50	Q55 : Considering any hard-drivo(s) that you purchased during the past selection years, please indicate the following:	Q60 : Please select the one statement that best applies for any hard- drive(s) that you gurchased in the past six years. I purchased an external or internal hard-drive	Q65_1:Seagate	Q65_2: Western Digital (WD)	Q65_3: HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5 : Other please specify	Q65_5_other: Other (please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4 : 4 TB	Q70_5:5TB	Q70_6 : Other k	Q70_7 : Don't kinow / Not sure	Q75: What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell	hAorB: ** Stores whether respondent sees A or B ** or B **	ssuming you were Ascuming you onididening buying, considering buying, considering buying, considering buying, considering buying, considering buying, considering but its type of hard-drive and the product cost approximately 379.00, how like you be to buy huard-drive shown hard-drive shown hard-drive shown buying the product continuous contractions of the product o	were ying rd- e ts b ts by twol d C260:Q260- www. What makes you (256:Q265- ct sy that you other reason (250) Q250) Q250) Q250)	Q270 : In general, what have been what have been the main uses of lat the hard-drive(s) you bought in the Q275 : Ar past six years? hard-driv		
1697 1710	12/14/20 12/14/20	17 12/14 17 12/14	1/2017 1/2017	6 7	2 2	65 37	FL NJ	S NE	1 1	0	0 0	0	1 1	i 1	i 1	2 3	0	1 1	0 0	0 1	0 0	0 0		1 0	0 0	0	0 1	0 1	0 0	0	6 1	2 2	2 2	3 1	i am not sure i need that much storage, but if i can increase my internal hard drive space, that would be great none Quality Value	the first one i bought was to increase internal space and the second was an external hard drive for storage and backup no Storage of files Na	storage amount was a huge issue for me as i do a lot of graphic work, and i needed space for backup as i have an all in one computer Capacity	if i buy an internal hard drive it would be to increase memory and speed on the computer A
1712	12/14/20	17 12/14	1/2017	10	2	69	MI	MW	1	0	0	0	1	1	2	2	1	0	0	0	0	0		0	0	0	0	1	0	0	5	2	1	3	Price is right, just not sure	mostly for personal use, some business programs no	capability	none
1713	12/14/20	17 12/14	1/2017	14	2	31	SC	s	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	1	0	0	0	0	1	2	2	1	it has more storage it has more to and package than other	ts dell hp.com	rpaq package	the storage the price tons of drive
1727	12/14/20	17 12/14	1/2017	4	2	30	PA	NE	1	0	0	0	1	1	1	3	0	0	0	1	0	0		0	1	0	0	0	0	0	2	1	1	2	it seemed like a great product and had great product details. no other reas	to store pictures and to use for work in. documents. no othe storing	i look for a good price and value, great reviews and ruses good products.	
1728	12/14/20	17 12/14	1/2017	4	2	18	ст	NE	2	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	3	1	1	2	good price for appearance a amount of storage durability	nd picture/computer backup don't i	now storage space	don't know
1734	12/14/20	17 12/14	1/2017	10	2	38	NY	NE	2	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	4	1	2	2		ood Photo, document storage. No	Amount of storage, compatibility with my computer, reliability.	Longovity.
1736	12/14/20	17 12/14	1/2017	4	2	28	MD	s	1	0	0	0	1	1	1	2	1	1	0	1	0	0		1	0	0	0	0	0	0	2	1	1	i	Has the right amount og storage has durabili provides all the storage i need and	y personal stora	ge safety	price
1740	12/14/20	17 12/14	1/2017	9	2	50	NY	NE	2	0	0	0	1	1	1	2	0	1	0	0	0	0		0	0	1	0	0	0	0	2	1	2	2	is safe and easy to use don't know	storage of pictures and videos nor	amount of storage, e ease of use,	none
1742	12/14/20	17 12/14	1/2017	5	2	28	CA	w	2	0	0	0	1	1	1	3	0	0	0	1	0	0		1	0	0	0	0	0	0	3	1	2	2	Has the specifications I would be looking for in an external hard drive Nothing else to I may buy it extra space or		Storage and reliability	Nope.
1749	12/14/20	17 12/14	1/2017	11	2	56	AR	s	2	0	0	0	1	i	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	8	1	2	3	I may buy it extra space or current Tapl I may buy it when I instead of inve think I may need it. in a new lapt	ting memory for my p. laptop. No	The hard-drive is from a reputable company.	
1754	12/14/20	17 12/14	1/2017	21	2	28	NC	s	1	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	s	2	1	3	there may b cheaper opti that serves i price need	personal back up a for things such as n photos, videos, and my microsoft office documents computer	space, and if brand is trusted such as have i used that brand before with back up no problems.	don't know
1769	12/14/20	17 12/14	1/2017	3	2	20	NC	s	2	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	3	1	1	1	The specs align with my needs very well, and the brand it represents is reputable	I use my hard drives to store things that are not necessarily essential to computer function but take up a lot of space—Le, editing software, games, etc. They're also used for backup.	Storage space and compatibility	
1773	12/14/20	17 12/14	1/2017	5	2	36	PA	NE	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	0	1	0	0	2	1	1	1			How much they il info can hold	if their secure
1776	12/14/20	17 12/14	1/2017	4	2	39	ст	NE	1	0	0	0	i	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	2	1	1	2	Its secure & holds a lot of files computers it would serve the purpose for what I need. innovative for 39 on the street of the security of the	to store videos, pictures, and music. nor	storage space	none brand of the band
1783 1784	12/14/20	17 12/14 17 12/14	I/2017 I/2017	11 3	2	56 26	NC NY	S NE	2	0	0	0	1	1	1	3	1	1	0	0	0	0		0	0	0	0	0	0	0	3	2	2	i 1	need. innovative for 79.00 that's a steal it comes upto i will find this very i like it a lot. useful very function	tb storage, backup max ts photos and videos al backu[back	or drive up reliability	drive.
																																	1	1	looks like an	photos and documents for e future use and not tos set lost from my none thi	price, specs, and t I can storage amount of ease of use	to be used as a back up for all my photos and important documents
1785	12/14/20	17 12/14	l/2017	4	2	44	PA PA	NE NE	1	0	0	0	1	1	1	2	0	1	0	0	0	0		0	0	0	0	1	0	0	2	2	1	1	very high storage like the spe	mainly highly protect	on of many different	easy access
1817	12/14/20	17 12/14	1/2017	8	1	38	VA	s	2	0	0	0	1	1	1	3	0	1	0	1	0	0		1	0	1	0	0	0	0	2	2	2	1	I really like the hard drive capacity and the data wizard option free of a trusted com charge also has a and has all of very high transfer specifications trate.			
1841	12/14/20	17 12/14	1/2017	6	2	69	SD	MW	1	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	1	2	2	3	It would depend on whether or not I had a need for it. If I did, I would Price, relative certainly consider whatever el either or both might be offer	to e Back up of my d at desktop and laptop	whether or it is internal or external, storage capacity, supporting softward and whether or not it is	
1842	12/14/70	17 12/14		9	2	61	ОН	MW	1	0	0	0	1	1	1	2	1	0	0	0	0	0		0	1	0	0	0	0	0	2	1	1	2	it's more than enough storage for it's a good br	nd to make sure I'm		no
1851	12/14/20	17 12/14	1/2017	6	1	70	IL	MW	3	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	7	2	2	5	my uses and the with a proven price is right record I dont use a computer any more only a laptop or tablet No Looks like it would do the look !!	Back up files and store pictures No	Size	No
1855	12/14/20	17 12/14	1/2017	8	1	67	FL	s	1	0	0	0	1	1	1	3	1	1	0	0	0	0		1	0	0	0	0	1	0	8	2	2	2	Looks like it would basically is the do the job if I have a goo needed a new hard experience w drive seagate	t I external, all for my different th computers for back windows 8 up. for re-	start up boot disc memory size	nothing
1861	12/14/20	17 12/14	1/2017	6	2	49	AR	s	1	0	0	0	1	1	2	2	1	0	0	0	0	0		0	1	0	0	0	0	0	3	2	1	3	Depends on other deals out there atm.	Gaming	Reliability and space	-

respid	interview_start	interview_end	LOI		5		region	Q30 : Which of the following devices are you using right now to take this survey? - Which of the following devices are you using right now to take this survey?	Q40_1: An advertising, public relations or marketing agency or advertising department of a company	Q40_2 : A market research firm or a marketing research department of a company	Q40_3 : A company that makes computer hardware or accessories	Q40_4 : None of these	go: Q50 : Q50	Q55 : Considering any hard-drive(s) that you purchased during the past six	purchased an external or internal	Q65_1: Seagate	Q65_2: Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4: Toshiba	Q65_5: Other please specify		Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5:5T8		r Q70_7 : Don't	Q75 : What year was your most scent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell	Q25 Assus coons this di pr ap hAorB:**Stores Sr whether or u respondent sees A you or B *****Stores hare whether respondent sees A or B ** ** ** ** ** ** ** ** ** ** ** ** **	A : Q250A - Q250B : Q2 - Q250B	558. we were bodying to be well as the bodying bodying branch for the draw of the branch states of the branch stat	270 : in general, shat have been he main uses of he had-drivel(su bought in the past six years? hard-drive user	Q280 - Is general, what Khaurse or Q285 : Any other what Khaurse or Q285 : Any other khaurse hand-drive floatures hand-drives do you or characteristics consider most that you consider not great that you consider not great the part of sciding which it will be a seen to science and the seen to sciding which it will be a seen to science and the science and the seen to science and the science
4077	43/44/2047	42/14/2017	3		20	NJ	NE	2			0	1			2	0	1	0	1	0	0								0	2	,	2		Its a great deal only 80 bucks for all the Seems like an C things it offers amazing deal	ız i needed more storage Better use	Space Price
1867	12/14/2017	12/14/2017	4	2	37	OR	W	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	1	0	0	0	2	2	2	5	l already have one No	storage Better use Business use Personal use	Memory capacity Ease of use
1874	12/14/2017	12/14/2017	12	1	54	NV	w	2	0	0	0	1	1	1	2	1	1	0	0	0	0		1	0	0	0	0	0	0	2	1	1	2	reasonable price good brand	oring movies and music none	speed reliability
1883	12/14/2017	12/14/2017	8	1	54	MN	MW	1	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	0	1	0	0	0	3	2	2	1	great efficiency the low price	bay listings and scanning searches capabilities	the capacity and speed the power
																																		iam not sure of some of the stuff on the hard drive if		
1917	12/14/2017	12/14/2017	8	1	66	NY	NE	1	0	0	0	1	1	1	2	1	0	0	0	0	0		0	1	0	0	0	0	0	8	1	1	3	iam not sure of some of the stuff on the hard drive if it will work with mine none it appears to be very unique and I like trying new useful products	basic use none Storing	what is fast and will work with HP none
1926	12/14/2017	12/14/2017	9	1	76	GA	S	1	0	0	0	1	1	1	2	1	0	0	0	0	0		0	0	1	0	0	0	0	2	1	2	2	very unique and I like trying new useful products	nformation and photos Music	No, I like seagate Reliability alot
1927	12/14/2017	12/14/2017	13	2	21	CA	w	2	0	0	0	1	1	1	3	0	0	0	1	0	0		0	1	0	0	0	0	0	3	1	1	3	l already have one, I'm not interested and I think it's a in buying another little too pricey. one right now.	To store data No	It needs to be fast, and have a lot of space. No
																																		Because I want a good external hard I like that it's a F		The ability to store Just a reliable hard games on it for the drive with a good
1935	12/14/2017	12/14/2017	3	2	45	MN	MW	1	0	0	0	1	1	1	2	1	0	0	0	0	0		0	1	0	0	0	0	0	1	1	2	2	drive. secure device. s	orage on my ps4 no	ps4. amount of TB.
																																		It would just depend if any similar product was on sale cheaper at the moment No	Picture storage	Ease of use and
1936	12/14/2017	12/14/2017	5	1	36	MI	MW	2	0	0	0	1	1	1	2	1	0	0	0	0	0		1	0	0	0	0	0	0	3	1	2	3	the moment No	Picture storage only No	automatic upload Bra
1939 1943 1944 1960 1977	12/14/2017 12/14/2017 12/14/2017 12/14/2017 12/14/2017	12/14/2017 12/14/2017 12/14/2017 12/14/2017	17 7 7 5	1 2 2	43 29 45 65	OH NY NO OH OH	NE NE NE NEW MWW	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	0 0	0 0	0 0 0	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	: : : : : : : : : : : : : : : : : : : :	2 2 2 2 2	0 1 1 1 0	0 0	0 0	1 0 0	0 0	0 0		0 1 1 0	1 0 0	0 0	0 0	0 0	0 0 0	0	1 6 3 1 4	1 1 1 1 1 1	2 2 2 2 2	1 2 2 4	Segretary products on the segretary products on the segretary products of the segretary products of the segretary products on the segretary products	my children work work schup data on my hard drive - photos, music, data No neral back up of	resitance, size, brand no how many
2005	12/14/2017	12/14/2017	8	2	80	NV	w	1	0	0	0	1	1	2	2	1	0	0	0	0	0		1	0	0	0	0	0	0	1	1	1	2	1.33 T is very good Capacity up to 5 TB it has everything	personal files 2 people strictly use it for	Capacity connection
2011	12/14/2017	12/14/2017	4	1	62	TN	S	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	1	0	0	0	1	2	1	1	that I am looking it appears to be for very good quality good specs and product information no	personal non business use no	make sure that it has enough power not really
2013	12/14/2017	12/14/2017	6	1	71	WI	MW	1	0	0	0	1	1	1	2	1	1	0	0	0	0		0	1	0	0	0	0	0	3	2	1	1	product information no	Replacement in computer remote drive	Capacity and speed interface SATA
2018	12/14/2017	12/14/2017	7	1	68	£.	S	1	0	0	0	1	i	i	2	1	0	0	1	0	0		0	1	0	0	1	o	0	4	2	1	2	I purchased to elemental hard of these top and of my CDT on. The purchased of the second of the seco	To put my CD Section on them. no	The capacity, the reposition of the properties of the property of the capacity of the capaci
																																				The capacity to hold the amount of
2022 2025	12/14/2017 12/14/2017	12/14/2017 12/14/2017	15 9	1	66 76	CA WA	w	3 1	0	0	0	1 1	1 1	1 1	2 2	1 0	0	0	0	0	0		1 0	0	0	0	0	0	0	6 2	2 2	2 2	1 3	It has the capacity and the speed to handle my needs. NA Price Nope Has up to 5 TB. Power on hours	Capacity NA Back-up Nope	data that I need to store on site. NA Capacity Nope
2028	12/14/2017	12/14/2017	20	2	50	IL	MW	1	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	3	2	1	1		Yes smartphone no	y Memory storage it must be built to a. and performance. last a long time.
																																		it is more advanced it would last a very	riveys online use hopping games get info for everything and anything entertainment	they do what i
2057	12/14/2017	12/14/2017	6	2	53	PA	NE	1	0	0	0	1	1	1	2	1	0	0	1	0	0		1	0	0	0	0	0	0	1	2	2	1	then others long time	anything entertainment	t How long they last need them to do

respid	interview	start intervi	ew_end	Q1 8e LOI	LS: What is your ender? - What is C your gender?	Q20 : Q20 - Please enter your age:	Q25_ABBR: In which of the following states do you live? - In which of the following states do you live?	region	Q30: Which of the following devices are you using right mow to take this survey? - Which of the following devices are you using right now to take this survey?	Q40_1 : An advertising, public relations or marketing agency or advertising department of a company	c Q40_2 : A marker y research firm or : marketing researc department of a company	c Q40_3 : A company that makes to computer hardware or accessories	Q40_4 : None of these	ti c Q50 : Q50	Q55 : Considering any hard-drive(s) that you purchased during the past six years, please indicate the following:	external or internal	Q65_1:Seagate	Q65_2: Western Digital (WD)	Q65_3: HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5 : Other please specify	Q65_5_other: Other (please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5 : 5 TB	Q70_6: Other kn	70_7 : Don't ow / Not sure	Q75 : What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell	hAorB: ** Stores : whether respondent sees A or B ** - ** Stores whether respondent sees A or B ** - **	Q250A: Q250A Q250B: Q25 souring you were Accuming you woo notidering buying considering bis type of and this yope of a drive and the product costs approximately 79,00, how likely you be to buy the you want drive side of	28 - were e e e e e e e e e e e e e e e e e	Q270 : in general, what have been the main uses of at the hard-drive(s) my you bought in the Q275 : Ar past six years? I hard-driver.	Q280: In general, what features or Q2i characteristics of hard hard-drives do you or consider most that great when great when go yother bottom deciding which de user? hard-drive to buy? har	85 : Any other 1-drive features the four consider portant when aciding which d-drive to buy?
2079	12/14/20	017 12/14	/2017	3	2	31	MA	NE	3	0	0	0	1	i	1	3	1	1	0	0	0	0		1	0	0	0	1	0	0	i	2	2	3	would do more research None	For picture storage and documents Nor	e Size, reliable	None
																																			highly rated Great price for a company witi	back up drive and storage	capacity and bra and transfer speeds ou	and name and sality that has
2081	12/14/20			11	2	74 53	MN MO	MW	1	0	0	0	1	1	1	2	0	0	0	0	0	0		0	1	0	0	0	0	0	1	2	2	1	large capacity drive positive review helps keep m good price going	s for storage backup		don't know
2087	12/14/20	017 12/14	/2017	4	2	27	NY	NE	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	2	2	2	3	not sure how it works start up power	documents no	how fast it is and storage	no
																																			it's a good price, and I have been			
2102	12/14/20	017 12/14	/2017	6	2	53	WA	w	1	0	0	0	1	1	1	2	1	0	0	0	0	0		0	1	0	0	0	0	0	2	2	1	2	considering a second hard drive no	to back up my computer to store		no
2106	12/14/20	017 12/14	/2017	10	2	50	MN	MW	1	0	0	0	1	1	1	2	1	0	0	0	0	0		0	1	0	0	0	0	0	2	2	1	1	The capacity of 3 T8 plus its the latest in scanning technology. Also There is a limited reason. I listed warranty of 2 reason on the f years. screen.	Also be personal conformation of the will be he st To back up family our k tree maker.	Scanning is error free (no bugs) and does it quickly. The price is a imputer consideration on that however I am more plut for interested in the capacity of the tter.	none
2113	12/14/20	017 12/14	/2017	3	2	27	UT	w	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	1	0	0	0	0	0	ž	2	2	3	it looks good, but it's not something I need at the moment.	Store my pictures and files on.	The size of the drive and reviews.	
2117	12/14/20	017 12/14	/2017	23	2	60	TX	Š	1	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	ō	0	0	4	i	i	2	well it sounds fine, is a good price I has a 2 yr guess for a hard warranty, that drive of this sort. good.	to back up my computer so I don't lose important No, have documents ON	First and foremost reli would be e CAPACITY, then the snly the BRAND has to be a good one.	s, dependable, lable, compact mough to fit within the imputer work space.
2133	12/14/20	017 12/14	/2017	5	2	46	PA	NE	1	0	0	0	1	1	2	2	0	0	0	1	0	0		0	1	0	0	0	0	0	2	2	1	2	I like the capabilities but I'm just not familiar with the name none	Storing data, pictures and software nor storing pictures, videos, and	fu e large capacity	unctional and reliable
2143	12/14/20	017 12/14	/2017	4	2	22	IL	MW	2	0	0	0	1	1	1	3	0	0	0	i	0	0		1	0	0	0	0	0	0	2	2	1	2	Seems like a good I might need product another one	videos, and coursework on as backup mus	ic space, durability	color
2153	12/14/20	017 12/14	/2017	6	2	55	FL	s	2	0	0	0	1	1	1	2	1	0	0	0	0	0		0	0	1	0	0	0	0	3	1	2	i	THIS IS HIGH QUALITY AND HAS PLENTY O MEETS MY NEEDS STORAGE ROO	KEEPING MY FILES M BACKED UP NOT	TRUSTED NAME NO E BRAND, STORAGE.	THING COMES TO MIND
2178	12/14/20	017 12/14	/2017	14	2	30	VA	s	2	0	0	0	1	1	1	2	1	0	0	1	0	0		0	0	0	1	0	0	0	3	1	2	2	Is appealing to me The concept of	it general storage no	storage, ram	none
																																			It sounds like a good product but I would have to do			
2181	12/14/20			5	2	51	FL	s	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	1	0	0	0	0	3	1	1	3	more research. No other reason tille all the sners	n photos videos etc not re just to have more	the amount of	ot really sure
2202	12/14/20	017 12/14 017 12/14	/2017	7	2	50 35	MO TX	MW S	1	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	1	0	0	0	4	1	1	2	that it has good brand and works on my affordable computer	space for additional stapage more st	space it has brand cost orage affordability	no
2213	12/14/20	317 12/1 ₄	/2017	13	2	72	WA	w	2	0	0	0	1	1	1	2	0	i	0	0	0	0		1	0	0	0	0	0	0	1	2	1	3	I am not sure that I would need one in the very near future, and technology may change by the time I am ready for it.	My other hard drive, quit working, so the new one replaced it. no	speed, durability, reputation, positive reviews To save data and	no
2221	12/14/20	117 12/14	/2017 /2017	6	2	37	CA	w	2	0	0	0	1	1	2	3	0	0	0	1	0	0		0	0	0	1	0	0	0	2	2	2	2	To make sure its To make sure if or me for me Good quality No nothing it has the features i	s For business applications Nor To store my data No	amplify abilities on	Unsure No
2234	42/44/20	117 12/14				36	OK	,		0	0	0	1		1	2	1	0	0	0	0	0				0	0		0	0	1	2	1	2	need in a hard It's got sufficie			quality of the
2234	12/14/20	017 12/14 017 12/14	/2017	3	2	36 25	OK	s	3	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	0	1	0	0	0	1	2	1	2		Storing documents No	Size, price	No
																																			- 30 years of trusted performance - Increase capacity	To store	Compact features	
2246	12/14/20	017 12/14	/2017	6	2	21	н	w	2	0	0	0	1	1	2	3	0	0	0	i	0	0		0	0	1	0	0	0	0	3	2	1	2	Increase capacity and drive down cost t capacity. It looks great, but	documents (for 8 school) and photos (personal) To keep up with a	(easy to carry), storage capcity, cost	
2258	12/14/20	12/14	/2017	5	2	34	AL	s	3	0	0	0	1	1	1	3	0	0	0	i	0	0		0	0	0	0	1	0	0	1	2	1	2	would depend on cost. Cost	lot of business and personal files. No	Cost and how much storage	No
2268	12/14/20	017 12/14	/2017	3	2	30	CA	w	2	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	3	2	1	3	it is a good product but a bit expensive no	storage of photos and movies no	storage capacity, popularity of the company	no
2272	12/14/20	017 12/14	/2017	5	2	34	мо	MW	2	0	0	0	1	1	1	3	1	0	0	0	0	0		0	0	1	0	0	0	0	4	2	1	3	The price does not necessarily reflect it has a good how much I am amount of stors willing to pay for a maybe even may hard drive. than I need. Doesn't have the No, if it has big	re and videos of my children. No	I like my hard drives to be easy to connect, be compact and lightweight, and have an appropriate amount of space.	no
2273	12/14/20	017 12/14	/2017	3	2	36	wv	s	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	1	0	0	0	i	2	1	3	storage capacity storage capacit	er Storage of personal Li video and it photography No	The capacity it holds	No
2280	12/14/20	12/14	/2017	4	2	35	MN	MW	3	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	1	0	0	0	2	2	1	2	would meet my needs. Reasonable pri	e Backup photos No	Storage capacity	No
2281	12/14/20	017 12/14	/2017	9	2	60	AZ	w	2	0	0	0	1	1	2	2	1	0	0	0	0	0		0	1	0	0	0	0	0	1	1	2	2	it looks like it has all the features I would need and The price seen want for what I do reasonable	to get more space for storage and s programs I have downloaded nor	the amount of storage it has and its cababilities	n/a
2290	12/14/20	017 12/14	/2017	3	2	35	AZ	w	2	0	0	0	1	i	1	3	0	0	0	i	0	0		0	0	i	0	0	0	0	2	2	1	2	seems like it would fit my needs nope	to store data	speed and reliability	
2320	12/14/20	017 12/14	/2017	3	2	49	PA	NE	2	0	0	0	1	i	1	2	0	0	0	1	0	0		0	0	0	0	1	0	0	2	1	2	3	i would have to do more researh on it none	to have more space on my laptop no	the drive and capacity	no
																																			i would have to do more research on it The first one showed a very large hard drive. Although i probably never need that word, but it's priced well, certainly wont more at such a more at such a	I have both an internal Hard Drive and an external Hard Drive. The internal, because you have to, and the external for conceptible.	I usually don't select the internal hard drive. It was part of the PC, and I bought the exterior because ice was second on the part of the PC.	
2321	12/14/20	017 12/14	/2017	13	1	61	CA	w	1	0	0	0	1	1	1	2	0	0	0	1	1	0	Dell	1	0	0	0	0	0	0	2	1	1	2	price. I don't know	security. NO	my IT guy	NO

,	respid	nterview_start	interview_end	LOI	Q15 : What is y gender? - What your gender?	our Is Q20: Q20 - Plec enter your ag	Q2S_ABBR : In which of the following states do you live? - In which asse of the following e: states do you live?	io th ? region	Q30 : Which of the following devices are you using right mow to take this survey? - Which of the following devices are you using right now to take this survey?	ht Q40_1: An s advertising, publ of relations or marketing agenc or advertising o department of:	ic Q40_2 : A market or research firm or marketing resear department of a company	et Q40_3 : A company a that makes ch computer hardware or accessories	Q40_4 : None of these	Q50 : Q50	Q55 : Considering any hard-drive(s) that you purchased during the past sid years, please indicate the following:	Q60: Please select the one statement that best applies for any hard- drive(s) that you purchased in the past six years. I purchased an external or interna hard-drive	t : : Q65_1: Seagate	Q65_2 : Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5 : Other please specify	Q65_5_other : Other (please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2TB	Q70_3:3T8	Q70_4:4TB	Q70_5:STB	Q70_6 : Other	Q70_7 : Don't know / Not sure	Q75 : What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?	cell	hAorB: ** Stores whether respondent sees A or B ** - ** Stores whether respondent sees A or B **	Q250A : Q250A - Q Assuming you were As- considering buying to this type of hard- drive and the product costs approximately 579.00, how likely or unlikely would you be to buy the hard-drive shown on the product data sheets you just saw?	2508 : Q2508 - six dering buying is type of hard- drive and the product costs spprosimately 9.00, how likely unlikely would unlikely would unlikely would the shown in the product ata sheets you just saw?	60 : Q260 - at makes you	Q270 : In general what have been what have been amen uses o accon that the hard-divicely week from you bought in the past six years?	4, d d d d e Q275 : Any other hard-drive uses?	Q280 : in general, what features or Q2 characteristics of harted-drives do you or consider most the important when important when imdeciding which dehard-drive to buy? hard-drive to buy?	runne to buy
																																			The h this seer sho speci	ours listed for eservice life is somewhat it, but all the other lications seem. The p	ice looks active for External drive for d capacity. Back up my computers files and pictures: saving documen for security	No other uses for	In the way of the control of the con	e near future, i idl be in the fixet to replace of drive in my E. A drive that features a apability to ndle AV feeds be part of the evaluation squirement.
	2331	12/14/2017	12/14/2017	11	1	56	IL	MW	2	0	0	0	1	1	1	2	1	1	0	0	0	0		1	1	0	0	0	0	0	4	1	1	2	1	septable for very at some use. the lists	d capacity. archiving video Back up my	the last 6 years.	longevity r	equirement.
	2346	12/14/2017	12/14/2017	8	1	68	NC	s	1	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	2	1	1	4		Too slow	and pictures		size, speed	
	2359	12/14/2017	12/14/2017	5	1	68	AR	s	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	0	1	0	0	0	1	1	1	2	has e	verything that need on it great	for security purposes	none	the capacity and security	none
	2365	12/14/2017	12/14/2017	34	1	67	DE	s	1	0	0	0	1	i	1	2	1	1	1	1	0	0		1	1	1	0	0	0	0	1	1	1	2	and 3.0 t couli high serv with it a		I found my collections of video, movies as other such were other such were spit this! I taking up too ms. spece and the was more better than Bluster or DVD for acces nig much as well as time mance.	nd 2 ch Storage for high speed retrieval re allow easier video sp processing. I now have 91 on two 1T, two 2T, and one 3T.	not	slid state were so high or the behindring SSD and HD which uld give better formnce were on cheaper, I if go that way, cache size is to important.
	2366	12/14/2017	12/14/2017	7	1	79	СО	w	2	0	0	0	1	1	1	2	0	0	0	1	0	0		1	0	0	0	0	0	0	4	1	2		choo 5 m	ould house to	as a backup han drive and a storq hard drive for fil that I don't acces on a regular basi		Reliabilty, good recommendations and speed.	no
	2378	12/14/2017	12/14/2017	5	2	24	NC	s	2	0	0	0	1	1	1	2	0	1	0	0	0	0		0	0	1	0	0	0	0	2	1	2		se dri 3	p around for products and what hard we suites me best	backup compute /a files	r n/a	size and compatibility	n/a
	2381	12/14/2017	12/14/2017	10	1	71	MD	s	2	0	0	0	1	1	1	3	0	1	0	0	0	0		0	0	1	0	0	0	0	6	2	2		S H	not like this brand is the right	no a back-up storag		memory and reliability	no
	2388	12/14/2017	12/14/2017	4	2	43	IL	MW	2	0	0	0	1	1	1	2	0	1	0	0	0	0		0	1	0	0	0	0	0	2	1	2		2	icity to fit my needs Reput	Backing up photo ble brand and financial info Back up busines	o no	size	reliability
	2390	12/14/2017	12/14/2017	8	2	56	ОН	MW	2	0	0	0	1	1	1	3	0	0	0	i	0	0		0	0	1	0	0	0	0	2	1	1	1	It is a	product that I need It is a	documents for and price home use	Not	What it holds and how muck it holds	No
	2391	12/14/2017	12/14/2017	6	2	30	GA	s	3	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	3	1	1	3	har		Storage for éo pictures and mus	iic No	Easy to use	Space
	2402 2416	12/14/2017 12/14/2017	12/14/2017 12/14/2017	5	2	70 56	NC PA	S NE	1 2	0	0	0	1	1	2	2	0	0	0	1	0	0		1	0	0	0	0	0	0	4 2	1	1	2 2	it so than and 30 yr	there wrong vocations of the second of the s	nothing th the one to I would this when back up music an aded photos r capacity wer more capacity	nd that's it storage	amount of storage and reliability capacity and compatability	nope
	2417	12/14/2017	12/14/2017	7	2	44	IN	MW	2	0	0	0	1	1	1	3	0	1	0	0	0	0		0	0	1	0	0	0	0	4	1	1	3	I a mark mark had now exthet now exthet were some look we see as I as a big and a control of the see as I as I as a control of the see as I	m not in the et to purchase an	previous The price very good . I am just en market tuse it as a backs well as my table well as my table well as my table	I have movies and up music, ebooks. S Some of my digital t. media.	I go mainly by mainly by indicate a label look into the stats, the size of the drive ind if it is easy to advision.	o will seek the ce of my IT gay at work.
	2493	12/14/2017	12/14/2017	26	2	38	ку	s	2	0	0	0	1	1	1	3	0	0	1	1	0	0		1	1	1	0	1	0	0	1	1	2			EEMS LIKE A STED BRAND D NOT ONLY IT COMES IN SIZES THAT I SE AND HAS D FEATURE OF EVEN IT IS MPERATURE IN	I HAVE ADDED HARD DRIVES TE STORE ALL THE DATAS AND PICTURES FOR M HOME COMPUTE SINCE IT IS HUGE NEEDED EXTRA STORAGE SPACE ALSO ASY TO MORE APPS	D STORAGE	STORAGE CAPACITY, EASY TO INSTALL, HOLDING NO TEMPERATURES CO	YTHING ELSE I JLD THINK OF
	2444	12/14/2017	12/14/2017	11	2	34	NC	s	2	0	0	0	1	1	2	3	1	0	0	0	0	0		0	0	0	1	0	0	0	4	1	2		I ma we cor th bec:	So far de a mistake I anyth uld say I will want t sider buying this pec se product to giv use is safe to use brand	dont see ng i dont consider luct i want For backup all m it a shot important files ar company secured my strusted computer	y nd No thats all i use	Maximum GB usage and how long it takes to last and how it works well to protect my computer well my Tha info too for	is all i want to my hard drive
																																			it i stora	as all of the ge that would no a long time it seem	like a wery . To store naners			
	2447 2462	12/14/2017	12/14/2017	5	1	38 59	EA FL	s s	1	0	0	0	1	1	1	3	1	0	0	0	0	0		0	1	0	0	0	0	0	3	2	2	1	ati H	great price well by igher data storage dor	It product and games t know data storage	No don't know	The amount of Tam brand name and storage size	No don't know
	2463	12/14/2017	12/14/2017	6	1	42	CA	w	1	0	0	0	1	1	1	2	1	1	0	0	0	0		0	1	0	0	0	0	0	1	2	2			omething that d for my home to store data do backups to st 't need a hdd	to store application data	on backups	reliable	speed
	2464	12/14/2017	12/14/2017	15	1	62	TX	s	2	0	0	0	1	1	1	2	í	1	0	1	0	0		1	1	0	0	0	0	0	3	2	2		i doi upgr al sev 3	ade now and I ready have If one of eral external crash HDDs co	my HDDs To store my info 1 I would movies and musi sider mostly	o ic no	size and speed newer sata connections are nice	none

				,	Q15 : What is your	Q20 : Q20 - Pleas	Q25_ABBR : In which of the following states do you live? - In which of the following states do you live? NC		Q30 : Which of ti following device are you using rig now to take thi survey? - Which the following devices are you using right now	ne is ht Q40_1: An s advertising, pub of relations or marketing agen or advertising department of	Ic Q40_2 : A mark cy research firm or marketing resear department of	set Q40_3:A compair a that makes such computer a hardware or	ny Q40 4: None of		Q55 : Considering any hard-drive(s) that you purchased during the past six years, please indicate the	Q60: Please select the one statement that best applies for any hard- drive(s) that you purchased in the past six years. I purchased an external or internal		Q65 2: Western	Q65_3: HGST, or its predecessors Hitachi Global Storage Technologies or		Q65 5 : Other	Q65_5_other: Other (clease	Q65.6:Don't						97	0 7: Don't	Q75 : What year was your most scent purchase of an external or nternal hard drive which was 1 to 5 TB capacity?		hAorB: ** Stores whether respondent sees A or B **** Stores whether respondent sees A	QSSOA: COSSOA: Q GSSOB: CS description of the considering buying consi	us were buying hard-the osts steel will be osts steel with the osts steel will be osts would will be osts would be osts would be osts say that you say that you say that you	Q265 : Q265 - Any other reason that you lanswer from	Q270 : in general, what have been the main uses of the hard-drive(s) you bought in the Q275	Q288 wha chare hard- cor imp	0: In general, t features or Q285: As acteristics of hard-drives do you or charac sider most orstant when iding which	ny other ifeatures steristics consider not when a which
res 24	id intervi 6 12/14	ew_start int 4/2017 12	terview_end 2/14/2017	LOI 4	your gender?	enter your age: 31	states do you live? NC	region S	take this survey 1	? company 0	company 0	accessories 0	these 1	Q50 : Q50 1	following:	hard-drive 2	Q65_1: Seagate 1	Digital (WD)	Storage Technologies or Hitachi 0	Q65_4 : Toshiba 0	please specify 0	specify): 0	know/ Not sure	Q70_1:1TB 1	Q70_2:2TB 1	Q70_3:3TB 0	Q70_4:4TB 0	Q70_5 : 5 TB 0	070_6 : Other kno	w / Not sure 0	TB capacity?	cell 1	or B ***	just saw? just san 1	v? Q250) specs	Q250) specs	past six years? hard- internal	drive uses? hard- no	drive to buy? hard-drive ram no	to buy?
24	8 12/14	4/2017 1	2/14/2017	14	1	31	WA	w	1	0	0	0	1	1	1	3	1	1	0	1	0	0		0	1	0	1	0	0	0	1	1	2	1	great product It would depend on what others I was looking at, at that	none	for back up storage	none size	and speed nor	æ
24	9 12/14	4/2017 1	2/14/2017	11	1	54	FL	s	2	0	0	0	1	1	1	3	1	1	0	0	0	0		1	0	0	0	0	0	0	3	1	2	2	looking at, at that time	none	music storage and business storage	none amou	int of storage available Brand	name
24	1 12/1	4/2017 1	2/14/2017	5	1	58	NY	NE	1	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	4	1	2	3	I don't really need it at this time	I like Western Digital		programs	capacity secu	rity
24 25	3 12/14 2 12/14	4/2017 1: 4/2017 1:	2/14/2017 2/14/2017	4 8	1	59 48	IN NY	MW NE	1 3	0	0	0	1 1	1 1	1 1	2 3	0	1 0	0	0	0	0		1 0	0	0	0	0	0	0	5 5	1 2	1 1	3 2	I don't need one now dont need this It is at a great price and a very good	No expensive	Backing up al documents, music, and pictures No fast san	it really Size	and brand Not n	zally tory
25	8 12/1	5/2017 12	2/15/2017	8	1	50	MD	s	1	0	0	0	1	1	1	3	0	0	0	1	0	0		0	0	0	1	0	0	0	1	2	2	1	and a very good product.	It offers everything that I would need.	extra storage spaces. Store pictures,	n/a stor	amount of age spaces. n/	2
25	3 12/1	5/2017 12	2/15/2017	12	2	47	NY	NE	3	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	3	2	2	3	Capacity is good and speed is nice	None	music and other important items	No	Size N	٥
																																			Im not in need of the product at this time but it seems like a good product					
25.	2 12/19	5/2017 1: 5/2017 1:	2/15/2017 2/15/2017	4	2	25 26	VA TX	s s	2	0	0	0	1	1	2	2	1	0	0	0	0	0		0	1	0	0	0	0	0	2	2	2	3 2	like a good product segate	hp	Personal storage to transfer my mair photos	No St	orage size Physics capasity brand and	d storage
			265 2007																													2			expensive for the value	2 year limited		uploa capa 3:	id — need to d data quickly citly — i have syears of syears of se, need a lot correliability— d to ensure thing i put on ere can be ere can be from frie securely tability and bility and	indations ands and
											-	-				-				-								-		0	3			3	would have to see the final price of it	no				
25.	6 12/1:	5/201/ 1.	2/15/2017	48	2	56	NC.	,	2	0	0	0	1	1	1	2	1	1		0	0	0		1		0		0		0	3	2	1	3 2	Service for 30 years	no Price is good	storeage Pictures and important things to	Pri	rse the price the cap ce and user friendly No	acty
25	3 12/1:	5/201/ 1.	2/15/2017	10	2	69	NC.	3	,	U	0	0	•			-		Ü		Ü		0						0			2	2	2	2		Price is good	5200	NO	intentity N	
25 25	7 12/11 8 12/11	5/2017 12 5/2017 12	2/15/2017 2/15/2017	4 6	1	61 63	CA CA	w	1 2	0	0	0	1 1	1 1	1 1	3	1 0	0	0	0	0	0		1 0	0	0	0	0	0	0	5 2	1	2 1	3	depends on what other options are available need to see it It has great specs	nope none	pnoto storage and back-up backup External storage	nope sto	rage space pri rage space secu	e rity
25	0 12/1	5/2017 1	2/15/2017	4	1	60	FL	s	3	0	0	0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	1	2	2	1	and the description was great	The capacity of the hard drive	for mainly music and photos	No Capac	ity and brand Relial	sility
250	4 12/1	5/2017 1.	2/15/2017	6	1	64	OK	s	1	0	0	0	1	1	1	2	1	1	0	0	0	0		1	0	1	0	0	0	0	3	2	1	1	It is a Seagate, which to me is the best hard drive on the market, has high storage capacity, and is at a very good price The price would	It is a hybrid drive which I like for my desktop	for video and data storage	ti cap si wh SSDI dri	ne brand, acity, access seed, and ether it is a o or a hybrid ve. Also the e is a factor nor	ne
26	7 12/1	5/2017 1	2/15/2017	9	1	52	NY	NE	1	0	0	0	1	1	1	3	1	1	0	0	0	0		1	0	1	0	0	0	0	i	1	1	2	The price would make me take a better look, but concerned about speed, might be a great backup	same as first for a backup drive it would be very cost effective	One for media on an external drive 2TB, second for a 2nd internal 3TB no	Ca sp custo thats it to	pacity and end/ price no thats: mer response covers downtime conco	them, it all my erns
26	8 12/1:	5/2017 1:	2/15/2017	6	2	24	MD	s	2	0	0	0	1	1	1	2	į	1	0	0	0	0		0	1	0	0	0	0	0	2	2	2	2	considering i paid \$80 for a 2tb drive recently, the same price for a larger HDD wouldn't be bad	i've been happy with previous seagate purchases	personal computer file storage and i gave larger applications (video games, who photoshop, etc.) video g	one as a gift y husband uses it for size ame storage fa	not partition of p	ght with s limiting lity to upgrades omputer by having
																																						Pric can USB	e, whether I access it via if there is no	
26	6 12/1	5/2017 12	2/15/2017	6	2	50	FL	s	2	0	0	0	i	1	1	2	1	1	0	0	0	0		1	0	0	0	0	0	0	2	2	2	5	I have no need for a desktop HHD as I do not use a desktop.	I can't use a peripheral for equipment that I do not own	Backing up my laptop and keeping extra copies of That a important files.	autor func bout covers Se it	natic back-up Feedbaction that my other us agate drive those feat offers. realibility	k from ers on ures and ; I guess.
26:	4 12/1	5/2017 1:	2/15/2017	7	1	33	FL	s	1	0	0	0	1	1	1	2	1	1	0	0	0	0		0	1	0	0	0	1	0	2	1	2	3	Most of the product info means nothing to me, but a 3TB HDD for 579 is a good price. Whether I purchase it would depend largely on user reviews.	Nope	For adding storage space to home video garning consoles (PlayStation 4, Xbox One)	Win comp Win Nope	eless access, satishity with dows, price, eliability No	pe
																																				am not technically skilled enough to upgrade my	Back up internal			
26.	5 12/1	5/2017 12	2/15/2017	5	1	56	TX	s	1	0	0	0	1	1	1	3	0	1	0	0	0	0		1	0	0	0	0	0	0	2	1	1	5	I don't need another hard drive.	upgrade my current hard drive. I can always use	hard drives for archiving purposes.	No. an	age capacity d security. No	
26	0 12/1	5/2017 1.	2/15/2017	22	2	52	GA	s	2	0	0	0	1	1	1	2	0	0	0	1	0	0		0	0	1	0	0	0	0	3	1	1	2	That's a good price for what you're getting. Great value. It has a lot of information that is necessary for me to purchase a hard drive but I would like to see it in nerson and set a	more memory and that's a reasonable price for that amount of TBs.	ancestry Extra documents, dow movies, and music. n	space when How infoading has novies.	many TBs it for a good Compatib price. my sys	lity with tems.
26 26 26	5 12/1: 0 12/1: 4 12/1:	5/2017 1: 5/2017 1: 5/2017 1:	2/15/2017 2/15/2017 2/15/2017	5 6 8	2 2 2	27 36 41	FL GA FL	s s	1 1 2	0	0	0 0	1 1	1 1 1	1 2 1	3 3 2	0 1	1 0	0	1 0	0	0		1 0 0	0 0	0 0 1	0 1	0	0	0 0	2 2 2	2 1 1	1 2 2	3 2 1	review from someone reputable first. It looks like a good product	It is at a good price great cost	downloaded information, storing business information Garr To store files No engineering im	and of the	f the storage, compatibility e device to TV computers ng the space rou need The b quality durab	rand bility

respid	interview_st	ert interview_	end LOI	gend	: What is your der? - What is O20 our gender? er	f): Q20 - Please	Q25_ABBR : In which of the collowing states do ou live? - In which of the following states do you live?		Q30 : Which of the following devices are you using right now to take this survey? - Which on the following devices are you using right now to take this survey?	ht Q40_1: Ar s advertising, pr of relations of marketing ago or advertising to department of	ublic or Q40_2:A ency research fi ng marketing r of a departme	mora that r ssearch comp t of a hardw	makes nputer ware or Q40		an tha du	this : Considering by hard-drive(s) t you purchased ring the past six years, please indicate the	drive(s) that you ourchased in the past six years. I purchased an oternal or internal	Q65_1:Seagate	Q65_2 : Western Digital (WD)	Q65_3 : HGST, or its predecessors Hitachi Global Storage Technologies or Hitachi	Q65_4 : Toshiba	Q65_5 : Other please specify	Q65_5_other : Other (please specify):	Q65_6 : Don't know/ Not sure	Q70_1:1TB	Q70_2:2TB	Q70_3:3TB	Q70_4:4TB	Q70_5:5TB		Q70_7 : Don't	Q75 : What year was your most recent purchase of an external or internal hard drive which was 1 to 5 TB capacity?		whether respondent sees A or B ** - ** Stores whether	or unlikely would you be to buy the hard-drive shown on the product	drive and the product costs approximately \$79.00, how likely or unlikely would you be to buy the hard-drive shown on the product data sheets you	Q260 : Q260 - What makes you of say that you	Q265 : Q265 - Any other reason that you (answer from) 1275 : Any other	characteristics of hard-drives do you consider most important when deciding which	Q285 : Any other hard-drive features or characteristics that you consider important when deciding which
2675	12/15/201	12/15/20	017 5		1	66	TX	s	1	0	0		0	1	1	1	3	1	0	0	0	0	0		0	1	0	0	0	0	0	1	2	2		3	Concerned about s	to meeting my	Backup/organize photos and docs	none	ease of operability; reliability	cost
2678	12/15/201	12/15/20	017 7		1	58	FL	s	2	0	0		0	1	1	1	2	0	1	0	0	0	0		1	0	0	0	0	0	0	3	2	1	3		I would have to compare price and storage capacity	None	Capacity too low	None	Speed and reliability	Price and size
2681	12/15/201	12/15/20	017 4		1	71	FL	S	2	0	0		0	1	1	1	3	0	1	0	0	1	0	Dell	1	0	0	0	0	1	0	3	2	2			\$79.00 is a very		Backing up my files	No	durability	Value (price per storage capacity)
2688 2690	12/15/201 12/15/201		017 4 017 7		1 1	30 68	TX OH	S MW	2 2	0	0		0	1 1	1 1	1 1	2 2	1 1	0	0	0	0	0		1 0	0	0	0	0	0	0	5	2 2	2 2		1 1	cheap price for I what you are getting. good specs	price.	To backup personal documents and I a family pictures. storage capacity	also store family videos.		The speed at which the files are transferred. none
2700	12/15/201	12/15/20	117 5		1	47	OK	s	2	0	0		0	1	1	1	2	0	1	0	1	0	0		1	0	0	0	1	0	0	1	2	2		1	it is good product and price I will need more	p it is a good thing	personal storage of movies	pictures	how big the srorgae is amount of space	none thati can think
2703 2714	12/15/201 12/15/201				i i	48 50	PA FL	NE S	1	0	0	;	0	1	1	1	3 2	1	0	0	0	0	0		0	0	0	1	0	0	0	1 3	1	1 2	2	2	space soon capacity, drive	none o great	computer backup excel	no word	and price drive	none capacaity
2722	12/15/201	12/15/20	117 6		1	34	IL	MW	1	0	0		0	1	1	1	3	1	1	0	1	0	0		0	1	1	1	0	0	0	2	1	2			i like everything about the product	no	it can store memory Storing video for Bao		I am not sure	no
2732	12/15/201	12/15/20			1	35	NY	NE	1	0	0	,	0	1	1	1	3	1	1	0	0	0	0		1	0	1	0	1	0	0	1	1	1	2		for 3 TB	reliable brand	editing Expand gaming system storage St	pictures Store music and	Reliable brand	
2760	12/15/201	,-,-			1	42	CA	w	1	0	0	,	0	1	1	1	2	1	1	0	0	0	0		1	1	0	0	0	0	0	2	1	1	4		Don't need it. I could probably	No		digital movie		Speed and brand.
2763 2768	12/15/201				1	75	MO	MW NE	1	0	0		0	1	1	1	2	0	1	0	0	0	0		0	0	0	1	0	o o	0	1	1	1	4		get a lower price I recently purchased a similar internal HDD and do not need another one.	none no other reason	used for work storing videos		works well capacity, speed, reliability, cost	none
2770	12/15/201	12/15/20	017 8		1	46	MN	MW	2	0	0		0	1	i	1	2	0	0	0	1	0	0		0	0	0	0	1	0	0	2	2	1	2		has the storage and speed I like using	none	storage of photographs		speed of downloading and space on drive	cost is something I consider
2776	12/15/201	12/15/20	017 44		2	32	ОН	MW	1	0	0	,	0	1	1	1	2	1	1	0	0	0	0		1	0	1	0	0	0	0	1	1	2			because is reliable, is available in large capacity, it helps me save money, is reliable, secure, fast and have good performance		I needed a larger hard drive for backing up computer hard to drives.	8	affordable, reliable, easy to install, good performance, fast and compatible	
2780	12/15/201	12/15/20	017 5		2	48	FL	s	2	0	0		0	1	1	1	2	0	0	0	1	0	0		0	0	0	1	0	0	0	1	1	1	1		Reliable product	Costumer support	Program use and storage upgrade	None	Storage	None
2789	12/15/201	12/15/20	117 9		2	66	ку	s	3	0	0		0	1	1	1	2	0	0	0	1	0	0		0	0	0	0	1	0	0	2	1	2		1	and power on	Like this product F	Personal research	None	Workload and useage	None
2798	12/15/201	12/15/20	217 6		2	21	IN	MW	2	0	0		0	1	1	2	2	0	0	0	1	0	0		1	0	0	0	0	0	0	8	1	2							Great space speed	

EXHIBIT I

December 28, 2017

Q260 Reasons for Purchase Intent

Positive (Grand Net)

Ease/Convenience (Net)

- 01 Easy/simple/easy to use
- 02 Other Miscellaneous Ease/Convenience Mentions (List)

Brand Related (Net)

- 03 Good brand/made by Seagate/Seagate is a good brand (Unspec)
- 04 Use/have used their products before (and liked them)
- 05 Reliable/dependable/reputable brand/trust Seagate
- 06 Familiar/well known/name brand
- 07 Long history/30 years of history
- 08 Other Brand Related Mentions (List)

Speed Related (Net)

- 09 Fast/speed/high speed
- 10 Fast/faster transfer speeds
- 11 Other Speed Related Mentions (List)

Capacity (Net)

- 12 Good memory/storage capacity (Unspec)
- 13 Large storage capacity/has a lot of space/can save/backup a lot of files
- 14 3TB size/storage capacity
- 15 5TB size/storage capacity
- 16 Other Capacity Mentions (List)

Appearance (Net)

- 17 The appearance/style/design/looks attractive (Unspec)
- 18 Other Appearance Mentions (list)

Rugged/Durable/Reliable (Net)

Failure Rate (SubNet) [CODE AT SINGLE MENTIONS]

19 <1% failure rate

Miscellaneous Rugged/Durable/Reliable [CODE AT SINGLE MENTIONS]

- 20 Reliable/dependable
- 21 Durable
- 22 Long lasting
- 23 Able to withstand extreme temperatures

General Functionality (Net)

- 24 Good performance/would work/do the job
- 25 Like the specs/features (Unspec)
- 26 Other General Functionality Mentions (List)

General Quality (Net)

- 27 Good/high quality
- 28 Other General Quality Mentions (List)

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Useful/Needed Product (Net)

- 29 Useful/helpful (Unspec)
- 30 Something I need/the kind of product I've been looking for
- 31 Meets my needs/gives me everything I need
- 32 Other Useful/Needed Product Mentions (List)

Usage (Net)

- 33 Good for storing photos
- 34 Good for a backup/to store/backup data/files
- 35 Other Usage Mentions (List)

Cost/Economy (Net)

- 36 Good/reasonable price/cost/it's affordable
- 37 Good price for size/for storage capacity
- 38 Good value/deal
- 39 Other Cost/Economy Mentions (List)

Miscellaneous Positive

- 40 Looks/sounds good/interesting/a good product/hard drive/I'd like it (Unspec)
- 41 Like the size/good size (Unspec)
- 42 Compatible with my computer/present OS
- 43 New/different/unique
- 44 Modern/technologically advanced/innovative/cutting edge product
- 45 Warranty/good warranty/warranties/1 year/2 year/extended warranty
- 46 Safe/secure
- 47 Strong/powerful
- 48 Like description/information given (All Mentions)
- 49 Other Miscellaneous Positive Mentions (List)

Negative (Grand Net) Capacity (Net)

- 50 Small storage capacity/want a larger capacity drive (Unspec)
- 51 Large storage capacity/more storage than I want/need
- 52 Other Capacity Mentions (List)

Lack of Reliability (Net) Failure Rate (SubNet)

53 Dislike <8% failure rate

Miscellaneous Lack of Reliability

54 Other Miscellaneous Lack of Reliability Mentions (List)

Lack of Need (Net)

Prefer/Use Others (SubNet)

- 55 Already have one/satisfied with what I currently have/use (Unspec)
- 56 Prefer/use Western Digital
- 57 Prefer SSD drives
- 58 Other Prefer/Use Others Mentions (List)

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Miscellaneous Lack of Need

- 59 Don't need it/not useful for me (Unspec)
- 60 Don't have/use a desktop/only use a laptop/tablet
- 61 Other Lack of Need Mentions (List)

Miscellaneous Negative

- 62 All Negative price mentions: too expensive, costs more than others, can't afford it
- 63 Dislike the brand/Seagate (All Mentions)
- 64 Other Miscellaneous Negative Mentions (List)

Neutral (Grand Net)

Cost Concerns (Net)

- 65 Depends on price/need to know the price (Unspec)
- 66 Depends on price comparison to others
- 67 Other Cost Concerns Mentions (List)

Need More Information (Net)

- 68 Need to do research/read reviews/get more information
- 69 Need to compare with others/see what else is available
- 70 Not familiar with the brand/need to know more about the brand/manufacturer
- 71 Other Need More Information Mentions (List)

Speed Related (Net)

72 Other Speed Related Mentions (List)

Miscellaneous Neutral

- 73 Depends on need: if I needed (another) hard drive, if I needed that much storage space
- 74 Haven't decided/not sure about it yet
- 75 Other Miscellaneous Neutral Mentions (List)
- 76 Don't know/nothing/no answer

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Q270 Main uses of the hard-drive(s) you bought in the past six years?

Specific File Types (Net) Media Files (SubNet) Photos/Image Files (Sub-SubNet)

- 01 Storing/backing up photos/images
- 02 Other Photos/Image Files Mentions (List)

Video Files (Sub-SubNet)

- 03 Storing/backing up video/movies
- 04 Other Video Files Mentions (List)

Music Files (Sub-SubNet)

- 05 Music/audio files
- 06 Other Music Files Mentions (list)

Miscellaneous Media Files

- 07 For gaming/storing games/external hard drive for game console
- 08 Other Miscellaneous Media Files

Miscellaneous Specific File Types

- 09 Storing/backing up documents
- 10 For schoolwork
- 11 For business purposes
- 12 For personal use
- 13 Large files
- 14 Important documents
- 15 Other Miscellaneous Specific File Types Mentions (List)

General Storage/Back Up (Net)

- 16 For backing up/back up purposes/as a backup drive/to back up (entire) computer/laptop
- 17 Data storage/storing (old) files
- 18 For extra space/more storage capacity
- 19 Clearing out hard drive space to improve performance/allow for more speed
- 20 To free up space on my computer/laptop
- 21 For secure storage/back up in case hard drive crashes
- 22 As external drive/storage
- 23 Other General Storage/Back Up Mentions (List)

Miscellaneous

- 24 Transfer files/transfer from device(s) to computer/from one computer to another
- 25 To replace old hard drive/my hard drive died
- 26 Other Miscellaneous Mentions (List)
- 27 Nothing
- 28 Don't know

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Q280 hard-drive features or characteristics that you consider important when deciding which hard-drive to buy?

General Backup (Net)

- 01 Ability to backup/save/store data/files
- 02 Other General Back Up Mentions (List)

Speed Related (Net)

- 03 Speed/that it's fast (Unspec)
- 04 Transfer speed
- 05 Disc rotational speed
- 06 Access speed
- 07 Read/write rates
- 08 Download speed
- 09 Other Speed Related Mentions (List)

Ease/Convenience (Net)

- 10 Ease of use/that it's easy/simple to use
- 11 Easy to install
- 12 Other Ease/Convenience Mentions (List)

Connections (Net)

- 13 Connectivity/connection type (Unspec)
- 14 USB connection (Unspec)
- 15 Wi-Fi/wireless connectivity
- 16 Other Connections Mentions (List)

Compatibility (Net)

- 17 Compatibility/compatible with my computer/OS/devices (Unspec)
- 18 Other Compatibility Mentions (List)

Ruggedness/Durability/Dependability (Net)

Failure Rate (SubNet)

- 19 Failure rate
- 20 Low risk of failure
- 21 Not failing/knowing it won't crash
- 22 Other Failure Rate Mentions (List)

Miscellaneous Ruggedness/Durability/Dependability

- 23 Reliability/dependability
- 24 Durability/sturdiness/won't break
- 25 Longevity/lasts/holds up a long time
- 26 Stability
- 27 Other Miscellaneous Ruggedness/Durability/Dependability Mentions (List)

General Quality (Net)

- 28 Quality
- 29 Other General Quality Mentions (List)

Reviews/Recommendations (Net)

- 30 Reviews/customer reviews
- 31 Other Reviews/Recommendations Mentions (List)

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Appearance (Net)

32 Other Appearance Mentions (List)

Physical Attributes (Net) Size/Shape (SubNet)

- 33 Physical size
- 34 Small/compact
- 35 Other Size/Shape Mentions (List)

Miscellaneous Physical Attributes

- 36 Portability
- 37 Other Miscellaneous Physical Attributes Mentions (List)

General Performance/Functionality (Net)

- 38 Hard drive type
- 39 Temperature range
- 40 Specifications
- 41 Power consumption
- 42 Other General Performance/Functionality Mentions (List)

Brand Related (Net)

- 43 Brand/manufacturer (Unspec)
- 44 Brand reputation/from a reputable/reliable/trustworthy brand
- 45 Familiar/well known/name brand
- 46 Other Brand Related Mentions (List)

Service/Repair (Net)

- 47 Warranty/replacement/return policy
- 48 Other Service/Repair Mentions (List)

Price (Net)

- 49 Price/cost/affordability/good price (Unspec)
- 50 Value/price to size ratio
- 51 Other Price Mentions (List)

Miscellaneous

- 52 Size/how big it is (Unspec)
- 53 Capacity/amount of memory/storage space
- 54 Safety/security
- 55 Software/drivers
- 56 Performance
- 57 Noise level/quiet
- 58 Other Miscellaneous Mentions (List)
- 59 None/don't know/no answer

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EXHIBIT J

Case 3:16-cv-00523-JCS Document 156-5 Filed 01/12/18 Page 214 of 240 q65_2 q65_5 q70_1 q70_6 q65_1 q70_2 q70_3 q70_4 q70_5 q260/265_3 Respid LOI Age Gender State Region Cell q50 q55 q60 q65_3 q65_4 q65_6 q70_7 q75 q250AB q260/265_1 q260/265_2 CA NVW MI MW ME NE NY NE W WA NY NE TN S ME NE ΑZ W FL AR NC MA NE KS MW AZW ОК ΑL CA PA NE n NC CT MD S VA OR NV MO MW MW IL NC S FL GΑ S ΑZ TN FL S MI MW PΑ NE NJ NE CA W O UT W O MI MW CA W NY NE ΚY CA W IΑ MW ME NE PA NE FL OK MW IL

									Cas	se 3:1	6-cv-0	0523-	JCS	Doci	ument	156-5	Fil	led 01/:	12/18	Pag	ge 215	of 240)				
227	13	75	2	NY	NE	2	1	1	2	0	1	0	0	0	0	1	0	Ω	0	0	0	0	3	3	73	55	
230	7	65	1	MI	MW	2	1	1	2	0	1	0	0	0	0	0	0	0	0	1	0	0	2	3	55	33	
245	4	28	1	NJ	NE	2	1	1	2	0	0	0	1	0	0	0	0	0	0	1	0	0	1	1	49		
248	9	42	2	CA	W	2	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	4	3	75	36	
251	13	57	2	MN	MW	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	1	3	62		
253	7	53	1	WV	S	2	1	1	3	1	0	0	0	0	0	1	0	0	0	0	0	0	2	2	12	1	2
258	8	61	2	PA	NE	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	1	3	73	69	
276	12	43	1	MO	MW	2	1	1	3	0	0	0	1	0	0	0	1	0	0	0	0	0	3	2	31	65	
282	7	29	2	KY	S	1	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	2	2	40		
287	3	29	1	MD	S	1	1	1	3	1	1	0	0	0	0	1	1	0	0	0	0	0	2	2	9	42	49
293	3	38	1	MA	NE	2	1	1	3	0	0	0	1	0	0	1	0	0	0	0	0	0	2	2	25	3	36
294	3	38	2	ОН	MW	1	1	1	3	0	0	0	1	0	0	0	0	0	1	0	0	0	2	2	40		
305	5	54	1	IL	MW	1	1	1	2	1	1	0	0	0	0	1	0	0	0	0	0	0	4	4	36		
308	5	32	2	IA	MW	1	1	1	2	1	0	0	0	0	0	0	1	0	1	0	0	0	1	2	36	31	12
309	6	25	2	IN	MW	1	1	1	2	1	1	1	1	0	0	0	0	1	0	0	0	0	4	2	40		
310	6	37	1	NH	NE	2	1	1	3	0	0	0	1	0	0	0	1	0	0	0	0	0	2	2	40	66	69
315	9	33	2	WI	MW	1	1	1	3	1	1	0	0	0	0	0	1	0	0	0	0	0	1	1	12	49	26
321	8	36	1	CA	W	2	1	1	2	0	1	0	1	0	0	0	1	0	0	0	0	0	1	2	40		
323	12	47	1	CA	W	2	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	4	2	12	30	26
331	6	40	1	NY	NE	2	1	1	3	1	0	0	0	0	0	1	0	0	0	0	0	0	8	5	60		
340	12	39	1	TX	S	2	1	1	2	1	0	0	0	0	0	0	0	1	0	0	0	0	3	2	12	30	3
342	7	27	1	TX	S	1	1	1	3	1	1	0	1	0	0	0	1	0	0	1	1	0	1	2	5	36	
346	8	41	1	ОН	MW	1	1	1	2	1	0	0	0	0	0	0	0	0	0	1	0	0	2	3	64	62	52
347	5	36	1	PA	NE	1	1	1	2	0	1	0	1	0	0	1	0	0	0	0	0	0	1	2	9	12	5
360	7	48	2	OR	W	2	1	1	3	1	1	0	1	0	0	0	0	1	0	0	0	0	1	1	3	31	49
362	14	69	1	MI	MW	1	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	3	1	35		
364	6	27	2	MI	MW	2	1	1	3	0	0	1	1	0	0	0	1	0	0	0	0	0	1	2	12	53	
368	7	63	2	NY	NE	2	1	1	3	0	1	0	0	0	0	0	1	0	0	0	0	0	5	3	73	51	
381	5	47	2	TX	S	2	1	1	2	1	1	0	0	0	0	1	1	0	1	0	0	0	1	3	64		
389	11	51	2	GA	S	2	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	3	2	31	5	
398	11	30	2	NY	NE	2	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	1	3	51	60	
409	7	62	1	WI	MW	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	8	2	36	6	
410	12	32	2	CA	W	1	1	1	3	1	1	0	0	0	0	0	1	0	0	1	0	0	2	2	26		
423	4	32	2	KY	S	2	1	1	3	0	0	0	1	0	0	1	0	0	0	0	0	0	2	3	73	67	68
429	7	53	2	KS	MW	2	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	1	3	45	48	
452	32	24	2	WI	MW	1	1	2	3	0	0	0	1	0	0	0	0	0	1	0	0	0	5	2	31	36	
457	4	51	1	CA	W	1	1	1	2	0	1	0	0	0	0	1	1	0	0	0	0	0	8	5	71		
464	26	36	2	NC	S	1	1	1	3	0	0	0	1	0	0	1	0	0	0	0	0	0	1	2	12	43	49
465	12	35	1	FL	S	2	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	1	1	25		
468	4	56	1	MA	NE	2	1	1	2	0	1	0	0	0	0	0	0	1	0	0	0	0	1	3	75		
469	4	22	1	CA	W	2	1	1	3	0	0	0	1	0	0	1	1	1	1	1	0	0	1	1	6	26	
471	8	48	1	FL	S	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	2	1	30	36	
472	8	72	1	DE	S	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	2	5	63	56	
480	6	35	2	CA	W	1	1	1	3	0	1	0	0	0	0	1	1	0	0	0	0	0	1	2	65	4	
482	5	47	2	TX	S	1	1	1	3	0	1	1	1	0	0	0	0	0	1	0	0	0	5	1	1	36	
489	5	50	2	IL	MW	1	1	1	3	0	0	0	1	1	0	1	1	0	0	0	0	0	1	1	12	38	37
490	5	65	1	FL	S	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	1	3	69	66	
501	34	37	2	CA	W	1	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	1	2	10	37	45
507	6	75	1	TX	S	1	1	1	3	0	1	0	0	0	0	1	0	0	0	0	0	0	1	2	3		
508	7	32	2	IL 	MW	1	1	1	3	1	1	1	1	0	0	1	1	1	1	1	0	0	1	1	12	25	31
517	6	27	1	IL	MW	1	1	1	2	0	1	0	0	0	0	0	1	0	1	0	1	0	2	3	8	37	56

									Cas	se 3:1	6-cv-0	0523-	-JCS	Doc	ument	156-5	Fil	ed 01/	12/18	Pag	ge 216	of 240)				
518	5	40	1	IL	MW	1	1	1	2	1	0	Λ	0	0	0	1	0	Λ	Λ	0	0	0	3	2	40		
520	4	31	1	NY	NE	1	1	1	3	1	1	0	0	0	0	1	1	0	0	0	0	0	2	2	69	66	
525	32	36	1	VA	S	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	4	3	57	00	
532	11	52	1	UT	W	1	1	1	2	0	1	0	0	0	0	0	0	1	0	0	0	0	3	3	61		
	3	27	1		MW	1	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	1	3	31	69	
533	3 4	27	1	OH	S	1	1	1	2	0	0	0	1	0	0	0	0	0	-	1	0	0	1	2	25	27	26
539				MD			1	1	2								0		0				2	2	23 17		36
543	4	32	1	CA	W	1	1	1		0	0	0	1	0	0	1		0	0	0	0	0				49	12
549	4	44	1	WV	S	2	1	1	2	1	1	0	0	0	0	1	1	0	0	0	0	0	1	1	37	30	12
557	13	55	1	FL	S	2	1	1	3	0	0	0	1	0	0	1	1	0	0	0	0	0	1	2	36	9	5
558	5	30	2	PA	NE	2	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	1	2	20	24	25
560	7	38	1	WI	MW	2	1	1	2	1	0	0	0	1	0	1	0	0	0	0	1	0	1	3	35	57	
564	6	73	1	FL	S	2	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	8	3	73	65	
566	8	35	2	TX	S	2	1	1	3	0	1	0	1	0	0	1	1	0	0	1	0	0	1	2	44	24	26
575	7	50	1	VA	S	2	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	3	3	73	65	
590	7	25	1	PA	NE	2	1	1	2	0	0	1	1	0	0	0	1	1	0	0	0	0	1	2	13	36	
595	6	41	2	ОН	MW	2	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	2	2	12	31	
596	4	59	1	NH	NE	2	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	5	3	73		
597	9	57	2	NY	NE	2	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	4	2	31	36	75
604	9	60	1	CA	W	2	1	1	3	1	0	0	0	0	0	1	0	0	0	0	0	0	3	2	30	25	3
605	11	77	1	IN	MW	2	1	1	2	0	1	1	0	0	0	1	1	0	0	0	0	0	1	5	63		
613	7	45	1	VA	S	2	1	1	3	1	1	0	0	0	0	1	0	0	0	0	0	0	2	2	27	31	25
614	5	57	2	PA	NE	2	1	1	2	0	0	0	1	0	0	0	0	1	0	0	0	0	2	2	26		
615	5	64	2	FL	S	2	1	2	2	1	0	0	0	0	0	0	0	0	1	0	0	0	1	2	48		
630	15	35	1	RI	NE	1	1	1	3	1	1	0	0	0	0	1	1	0	0	0	0	0	1	3	36	34	57
636	9	26	1	MN	MW	1	1	1	2	0	0	0	1	0	0	0	0	1	0	0	0	0	3	2	38	27	29
644	7	50	1	MO	MW	1	1	1	2	0	0	0	1	0	0	0	0	1	0	0	0	0	6	2	31		
648	7	48	1	PA	NE	1	1	1	2	0	1	0	0	0	0	0	0	0	1	0	0	0	1	3	61	39	36
649	5	58	1	AL	S	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	2	2	73	65	
656	59	34	1	PA	NE	2	1	1	2	0	0	0	1	0	0	0	0	0	0	1	0	0	3	3	68		
657	9	77	1	PA	NE	1	1	1	2	1	1	0	0	0	0	1	0	0	0	0	0	0	2	3	73		
661	4	60	1	CA	W	1	1	1	2	0	1	0	0	0	0	1	0	0	1	0	0	0	1	5	59		
666	6	60	1	IL	MW	1	1	1	3	1	0	0	0	0	0	0	0	1	0	0	0	0	3	2	3	36	
670	4	30	1	PA	NE	1	1	1	3	1	1	0	1	1	0	0	1	0	1	0	1	0	1	4	52		
672	6	58	1	MO	MW	1	1	1	3	0	1	0	0	0	0	0	0	0	1	0	0	0	1	1	38	47	
673	9	58	1	ME	NE	2	1	1	3	0	1	0	1	0	0	0	1	0	0	0	0	0	5	1	14	30	37
676	9	54	1	ΑZ	W	2	1	2	3	0	1	0	0	0	0	0	0	1	0	0	0	0	2	3	76		
677	6	45	1	WA	W	2	1	1	2	1	1	0	0	0	0	1	1	0	0	0	0	0	1	1	25	31	6
678	6	62	1	CA	W	2	1	1	3	0	0	0	1	0	0	0	1	0	0	0	0	0	3	3	75		
680	4	51	1	LA	S	2	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	5	3	69	66	
686	10	27	1	NY	NE	2	1	1	2	1	0	0	0	0	0	0	0	1	0	0	0	0	5	4	53	73	50
689	8	53	1	DE	S	2	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	1	2	36	31	
694	6	60	1	WV	S	2	1	1	2	1	1	0	1	0	0	1	0	0	0	0	0	0	1	2	27	3	
699	35	63	1	MI	MW	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	3	2	30	12	
712	4	74	1	SC	S	1	1	1	3	0	0	0	1	0	0	1	0	0	0	0	0	0	4	3	63		
716	8	62	1	NC	S	1	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	2	1	3	45	19
723	10	57	1	TX	S	1	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	3	2	5	.5	
728	11	40	2	TX	S	1	1	1	3	1	0	0	0	0	0	0	1	0	0	0	0	0	1	2	25	26	
730	10	33	1	NJ	NE	1	1	1	2	1	1	0	0	0	0	1	1	0	0	0	1	0	1	3	72	65	75
732	7	32	2	CA	W	1	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	2	2	36	33	, ,
750	9	59	1	NH	NE	1	1	1	2	1	1	0	0	0	0	0	1	1	0	0	0	0	1	2	14	73	38
758	5	18	2	FL	S	1	1	1	2	1	0	0	0	0	0	0	0	0	1	0	0	0	2	2	24	29	30
130	J	10	_	I.E.	3	1	1	1	_	_	J	J	J	J	J	U	U	J	_	U	J	J	_	~	Z +	23	

									Cas	se 3:1	6-cv-0	0523-	-JCS	Doci	ument	156-5	Fil	ed 01/:	12/18	Pag	ge 217	of 240)				
765	5	20	2	FL	ς	1	1	1	3	0	0	0	1	0	0	0	0	1	0	0	0	0	3	1	25	38	
703 776	5	50	1	TN	S	2	1	1	3	0	0	0	1	0	0	0	0	0	1	0	0	0	3	4	36	12	
770 777	8	51	1	NH	NE NE	2	1	1	3	0	0	0	1	0	0	0	0	0	0	1	0	0	1	2	65	12	
						2	1	1				0	0		0	0				0	0	0	3	2		6	4
782	31	85 CF	1	CA	W		1	1	2	1	1			0			1	1	0						14	b	4
785 706	15	65	1	FL	S	2	1	1	2	0	1	0	0	0	0	0	1	0	1	0	1	0	1	3	36		
786	7	59	1	OH	MW	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	1	4	51	2.5	
796	9	52	1	TX	S	2	1	1	2	1	1	1	0	0	0	1	1	0	1	0	0	0	1	2	3	36	
803	5	43	1	DE	S	2	1	1	3	0	0	0	1	0	0	0	0	0	0	1	0	0	1	1	30	12	38
806	6	47	1	MI	MW	2	1	1	3	1	0	0	0	0	0	1	0	0	0	0	0	0	1	2	25	31	5
808	5	56	1	TX	S	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	2	2	27		
813	5	25	1	IN	MW	2	1	1	3	0	1	0	1	0	0	0	1	0	0	0	0	0	3	1	9	27	36
814	7	30	1	CA	W	2	1	1	3	1	1	0	0	0	0	0	1	1	0	0	0	0	1	1	25	12	9
823	10	43	2	WA	W	1	1	1	3	0	0	0	1	0	0	0	0	0	1	0	0	0	1	3	73	67	
835	8	63	1	CA	W	1	1	1	2	1	1	0	0	0	0	1	1	1	1	1	0	0	1	3	74		
837	13	20	2	NY	NE	2	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	3	2	44		
846	6	61	1	NH	NE	1	1	1	3	1	1	0	0	0	0	1	0	1	0	0	0	0	3	3	3	68	17
849	3	27	2	NY	NE	1	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	2	3	73	64	
855	12	21	1	MO	MW	1	1	1	3	0	1	0	0	0	0	0	0	0	1	0	0	0	1	3	68	56	
856	4	41	1	LA	S	1	1	1	2	1	1	0	0	0	0	0	1	0	0	1	0	0	1	1	3	31	36
857	11	68	1	NY	NE	1	1	1	2	1	0	0	0	0	0	1	1	0	0	0	0	0	3	2	5	4	31
864	6	58	1	NJ	NE	1	1	1	2	1	0	0	0	0	0	0	0	0	0	1	0	0	1	2	73		
876	12	21	2	AZ	W	2	1	1	3	0	0	0	1	0	0	0	0	0	0	1	0	0	6	1	26	36	
879	27	58	2	NY	NE	2	1	2	2	0	1	0	1	0	0	0	0	1	1	0	0	0	1	4	59	30	
885	5	36	1	MN	MW	2	1	1	2	0	1	0	0	0	0	1	1	1	0	0	0	0	1	2	31	66	5
	5	32	2		W		1	1	3	1	1	1	0	0	0	1		0	0	0	0	0	1		25	00	3
886 880	5	32	2	CA GA	S	1 2	1	2	2	0	0	0	1	0	0	0	1 0	0	1	0	0	0	2	1 3	75	65	
889	5						1	1														0				56	
891	0	48	1	NY	NE	2	1	1	3	0	1	0	0	0	0	1	0	0	0	0	0		2	3	66	50	
895	4	32	2	FL	S	1	1	1	2	0	0	0	1	0	0	0	0	0	0	1	0	0	1	1	29		
898	6	41	2	TX	S	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	8	2	36		
900	4	25	2	AZ	W	2	1	1	3	0	0	0	1	0	0	0	0	0	1	0	0	0	2	2	13		
901	9	28	2	AZ	W	2	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	1	1	30		
906	5	44	2	NY	NE	2	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	2	2	13	1	
922	3	27	1	SC	S	2	1	1	3	1	1	0	0	0	0	1	0	0	0	1	0	0	2	2	2	18	
925	7	39	1	TX	S	2	1	1	3	1	1	0	0	0	0	1	0	0	0	0	0	0	2	1	39	13	
927	4	42	2	ΑZ	W	2	1	1	3	0	0	0	1	0	0	0	0	1	0	0	0	0	5	3	73		
934	5	38	1	MD	S	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	3	2	27	36	8
937	5	41	2	GA	S	1	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	1	3	3		
939	10	48	2	WA	W	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	2	1	3	36	
940	7	42	1	CA	W	1	1	1	2	1	1	0	1	0	0	0	0	0	1	0	0	0	2	1	14		
947	6	34	1	NY	NE	1	1	1	2	0	0	0	1	1	0	0	1	0	1	1	0	0	1	2	37	50	
948	6	23	1	NV	W	1	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	2	2	29	59	
952	7	38	2	CO	W	1	1	1	2	0	1	0	0	0	0	0	1	1	0	0	0	0	2	3	63	58	
955	11	45	2	CA	W	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	2	3	68	71	66
958	4	37	2	MI	MW	1	1	2	2	1	0	0	0	0	0	1	0	0	0	0	0	0	2	2	36		
961	7	44	1	FL	S	1	1	1	2	0	1	0	0	0	0	0	0	1	0	0	0	0	2	2	13	27	3
965	11	56	1	AL	S	1	1	1	2	1	0	0	0	0	0	0	0	1	0	0	0	0	4	2	12	9	46
967	3	37	1	TX	S	1	1	1	2	1	0	0	0	0	0	0	0	0	1	0	0	0	1	2	37		
975	22	58	2	NY	NE	2	1	1	2	0	1	0	0	0	0	0	0	0	0	1	0	0	3	1	13	36	
976	8	39	1	VA	S	1	1	1	3	1	0	1	1	0	0	1	0	1	1	0	0	0	1	2	42	5	65
982	7	35	1	CA	W	1	1	1	2	1	1	0	0	0	0	0	1	0	1	0	1	0	1	3	63	56	05
986	9	61	1	CO	W	1	1	1	2	1	1	0	0	0	0	1	1	0	0	0	0	0	2	3	71	60	57
200	,	01	-	CO	VV	4	1	1	_	-	-	J	3	J	5	-	-	J	J	J	U	J	_	,	, 1	30	5,

									Cas	se 3:10	6-cv-0	0523-	-JCS	Doci	ument	156-5	File	ed 01/3	12/18	Pad	ge 21 8	of 240)				
000	2	25	2		D 4147		4	4	2	_								_			_			2	26		
989	3	25	2	MI	MW	1	1	1	2	0	1	0	0	0	0	0	0	0	1	0	0	0	3 7	2	36	26	
1001	5	72 27	1 2	NJ	NE S	2 2	1	2 1	2 2	0 0	1	0 0	0 0	0 0	0 0	1 1	0	0	0	0 0	0 0	0 0	2	2	75 75	36 65	
1017	6	37 25	2	AL		2	1	1	2	0	1 0	0	1	0	0	0	0 1	0	0 0	0	0	0	3	3 2	75 35	65 13	
1021	6			MN	MW		1									0		0	0			0		4			
1024	11 7	29 36	2	OR	W	2 2	1	1	3 3	1 1	0 0	0 0	0 0	0 0	0 0	0	0	1 0	0	0 0	0 0	0	6 3	3	64	60 75	
1027			1	PA	NE		1	1	3			0	0		0	-	1					0	5 6	1	5		
1028	13	33	1	GA	S	1	1	1	2	0	1	0		0		0	1	0	0	0	0				37	14	12
1033	13 8	42 38	2 2	MD CA	S W	2 2	1	1 1	2	1 1	1 0	0	0 1	0 0	0 0	1 1	1 0	0 0	0 0	0 0	0 0	0 0	1 4	1 2	5 25	27 31	12 36
1051	4					2	1	1	2	0	1	0	0	0	0	0	0	0	1	0	0	0	8	5	59	31	30
1063		37 20	1 2	CA	W	1	1	1	3	0	0	0	1	0	0	1	0		0	0	0	0	6	1		40	
1066	20 9	39 52	2	AL	S	2	1	1	2	1	0	0	0	0	0	1	0	0 0	0	0	0	0	1		13 5	49 7	46
1069		69		NJ TX	NE S	1	1	1	3	0		0	1	0	0	1	0		0	0	0	0	3	2 2	37	73	40
1075	9 12	51	1 1	UT		2	1		3	1	1	0	0	0	0			1 0	0	0	0	0		1	48	/3	
1086	6	35	2	NY	W NE	1	1	1	3	1	1 1	0	1	0	0	1 0	1 0	0	1	1	0	0	1 1	2	48 13	69	
1088	9						1	1					0		0	1			0	0	0		2	1	29		
1090		35 24	2	NY	NE	1	1	1	2 3	1 1	1 0	0 0	1	0 0	0	1	0	0 0	0	0	0	0 0	1		29 25	36 9	20
1099	5		1	NY AZ	NE M/	1	1	1	2						0		1					0	3	2 4		9	30
1107	9 7	50	2	AZ	W	1	1	1		1	0	0	0	0		1 0	0 0	0	0	0	0	0		=	50 7	46	
1109	7	40 30	2 1	MS OK	S S	1	1	1	3 3	0 0	0	0 1	1 0	0 0	0 0	0	1	0 0	0 1	1 0	0 0	0	1 1	1 2		46 26	2
1112	5		1				1	1	3	1	1 1	0	0	0	0		1	0	1		0	0	1	3	6 63	56	2
1113	35	39	1	CA	W S	1 2	1	1	3	0	1	1	1	0	0	0 1		0	0	1 0	0	0	2	3 1	48	50	
1124 1127	55	35 50	1	AL OH	MW	2	1	1	3	0	0	0	1	0	0	0	1 0	1	0	0	0	0	3	2	24	25	
1127	10	62	2	FL	S	2	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	3	3	71	25	
	6	37	2	PA	NE	2	1		2	0	0	0	1	0	0	0	0	1	0	0	0	0	1	3	12		
1134 1168	10	20	1	NC	S	2	1	1 1	2	1	1	0	0	0	0	1	0	0	0	0	0	0	2	2	5	36	
1174	6	43	1	DE	S	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	3	2	27	28	
1174	8	53	2	OH	MW	1	1	1	3	0	0	0	1	0	0	0	0	0	1	0	0	0	1	2	25	43	
1210	13	65	1	LA	S	1	1	1	3	0	1	0	0	0	0	1	0	0	0	0	0	0	1	3	69	38	
1210	10	39	2	MI	MW	2	1	1	3	0	0	0	1	1	0	1	0	0	0	0	1	0	1	2	3	36	
1231	5	26	2	FL	S	1	1	2	2	0	0	0	1	0	0	0	0	0	1	0	0	0	2	2	13	37	
1242	6	62	2	TX	S	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	2	5	62	37	
1272	7	42	2	TX	S	1	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	3	1	38		
1283	6	37	1	SC	S	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	2	1	13	36	
1284	4	44	2	CT	NE	2	1	2	2	0	1	0	0	0	0	0	0	1	0	0	0	0	2	2	39	25	
1293	36	70	1	AL	S	2	1	1	3	1	1	0	1	0	0	0	1	0	1	0	0	0	1	2	3	4	25
1313	9	46	1	KY	S	1	1	1	3	1	1	0	0	0	0	0	0	0	0	1	0	0	2	1	12	5	20
1334	10	67	1	TX	S	2	1	1	3	0	1	0	0	0	0	1	0	0	0	0	0	0	6	4	51	J	20
1339	6	53	1	AL	S	1	1	1	3	1	0	0	0	0	0	0	1	0	0	0	0	0	2	3	69		
1340	13	68	2	FL	S	2	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	8	3	68		
1344	8	35	2	TN	S	2	1	1	3	0	1	0	1	0	0	0	1	0	1	0	0	0	2	2	67		
1346	9	76	1	FL	S	1	1	1	2	1	1	0	0	0	0	0	1	0	1	0	0	0	1	4	63		
1366	10	30	2	IL	MW	1	1	1	2	0	1	0	1	0	0	1	0	0	0	0	0	0	7	2	39	37	13
1367	9	22	1	FL	S	2	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	3	2	49	27	3
1368	4	37	1	NY	NE	2	1	1	3	1	1	0	1	0	0	0	1	0	1	0	0	0	2	2	75		•
1372	4	41	2	IN	MW	1	1	1	3	0	0	0	1	0	0	0	0	0	0	1	0	0	2	1	40		
1374	21	34	1	МО	MW	2	1	2	2	1	1	0	0	0	0	1	0	0	0	0	0	0	1	4	67	59	
1375	5	41	1	TX	S	2	1	1	3	1	1	0	1	0	0	0	1	0	1	0	0	0	1	2	25	31	26
1391	4	27	2	MI	MW	1	1	1	3	0	0	0	1	0	0	0	1	1	0	0	0	0	2	4	59		
1396	5	56	2	IL	MW	1	1	1	2	0	1	0	0	0	0	0	0	1	0	0	0	0	3	3	65	73	
1404	5	60	2	NY	NE	1	1	2	2	1	0	0	0	0	0	0	0	1	0	0	0	0	2	2	73		

									Ca	se 3:1	6-cv-0	0523-	JCS	Doc	ument	156-5	Fil	led 01/	12/18	Pa	ge 219	of 240)				
1400	5	45	2	UT	۱۸/	2	1	1	2	0	0	_	1	0	0	1	0	_	_	0	_	0	_	2	39	12	
1409 1435	J 1	45 50	1	FL	W S	1	1	1	2	1	0	0 0	0	0	0	0	0	0	0 1	0	0	0	6 3	2	31	12 47	
1433	4	35	1	IA	о MW	1	1	1	3	1	1	0	0	0	0	1	1	1	0	0	0	0	1	2	30	47	
1449	5	47	1	OH	MW	1	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	2	3	73		
1472	6	42	2	MI	MW	1	1	1	2	1	1	0	0	1	0	1	0	0	1	0	0	0	1	1	73 36		
1472	5	42	1	NY	NE	1	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	4	3	68	36	
1480	4	35	2	NE	MW	1	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	2	2	5	16	42
1483	16	30	2	VA	S	2	1	2	2	0	0	0	1	0	0	0	0	1	0	0	0	0	4	3	62	55	42
1507	5	37	2	VA	S	1	1	1	3	0	1	1	0	0	0	1	0	0	0	1	1	0	1	2	6	14	37
1511	4	28	2	MI	MW	2	1	1	3	0	0	1	1	0	0	0	0	0	1	1	0	0	2	2	12	10	5
1512	3	39	2	FL	S	1	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	3	3	70	55	3
1527	4	36	1	GA	S	2	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	2	2	70	40	
1531	5	25	2	NY	NE	2	1	1	3	1	1	0	0	0	0	0	1	0	1	0	0	0	1	3	68	40	
1531	7	51	2	TX	S	2	1	1	2	1	1	0	0	0	0	0	0	1	0	0	0	0	2	2	12	36	
1539	3	30	2	WI	MW	2	1	1	2	1	1	0	0	0	0	0	0	0	0	1	0	0	3	2	24	30	
1549	4	26	1	WI	MW	2	1	1	2	1	1	0	0	0	0	0	0	0	1	1	0	0	1	1	31	25	
1550	5	63	1	MA	NE	2	1	1	2	1	0	0	0	0	0	0	0	1	0	0	0	0	2	2	37	32	
1560	5	29	2	FL	S	2	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	3	2	73	36	
1564	6	38	1	MA	NE NE	2	1	1	2	1	1	0	0	0	0	1	1	0	0	0	0	0	3	3	61	30	
1568	5	22	1	CA	W	2	1	1	2	1	1	0	0	0	0	1	0	0	0	0	0	0	2	3	27	67	
1570	5	40	2	NY	NE	2	1	2	2	1	0	0	0	0	0	0	1	0	0	0	0	0	1	2	28	36	
1580	6	60	1	AR	S	1	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	1	1	36	15	
1582	30	62	2	NY	NE NE	1	1	1	3	0	0	0	1	0	0	1	0	0	0	0	0	0	2	2	13	36	6
1592	5	47	2	NC	S	1	1	1	2	1	1	0	0	0	0	1	0	0	0	1	0	0	4	1	3	12	· ·
1594	5	45	1	IN	MW	1	1	1	3	1	1	0	0	0	0	1	0	0	0	0	0	0	1	4	54	57	
1596	18	42	2	MI	MW	1	1	2	3	1	1	1	1	0	0	0	1	0	0	0	0	0	1	3	69	73	
1601	7	39	1	MI	MW	1	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	2	1	36	16	
1605	4	63	1	SC	S	1	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	3	2	31		
1608	14	48	1	WA	W	1	1	1	2	1	0	0	0	0	0	0	0	0	1	0	0	0	1	2	28	9	21
1620	8	39	1	PA	NE	1	1	1	2	1	1	0	0	0	0	0	1	0	1	0	0	0	2	1	30		
1644	8	44	2	LA	S	1	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	1	2	3	12	
1656	6	34	2	TX	S	1	1	1	2	0	0	1	1	0	0	1	1	0	0	0	0	0	1	2	29		
1662	7	45	2	LA	S	1	1	1	2	1	1	0	0	0	0	1	1	0	0	0	0	0	2	1	3	41	36
1669	15	51	2	MA	NE	2	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	2	1	3	37	14
1675	10	28	2	MN	MW	1	1	2	2	1	1	0	0	0	0	0	1	0	1	0	0	0	6	4	62		
1681	7	35	2	TX	S	1	1	1	3	0	0	1	1	0	0	0	0	1	0	0	0	0	2	1	37	15	
1697	6	65	2	FL	S	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	6	3	75	51	
1710	7	37	2	NJ	NE	2	1	1	3	0	1	0	1	0	0	0	0	0	1	1	0	0	1	1	27	38	
1712	10	69	2	MI	MW	2	1	2	2	1	0	0	0	0	0	0	0	0	0	1	0	0	5	3	36	74	
1713	14	31	2	SC	S	2	1	1	2	0	0	0	1	0	0	0	0	1	0	0	0	0	1	1	13		
1727	4	30	2	PA	NE	1	1	1	3	0	0	0	1	0	0	0	1	0	0	0	0	0	2	2	48		
1728	4	18	2	CT	NE	1	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	3	2	37	17	21
1734	10	38	2	NY	NE	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	4	2	13	36	23
1736	4	28	2	MD	S	1	1	1	2	1	1	0	1	0	0	1	0	0	0	0	0	0	2	1	12	21	
1740	9	50	2	NY	NE	1	1	1	2	0	1	0	0	0	0	0	0	1	0	0	0	0	2	2	12	31	1
1742	5	28	2	CA	W	1	1	1	3	0	0	0	1	0	0	1	0	0	0	0	0	0	3	2	25	30	
1749	11	56	2	AR	S	1	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	8	3	73	35	
1754	21	28	2	NC	S	2	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	5	3	66		
1769	3	20	2	NC	S	1	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	3	1	25	31	5
1773	5	36	2	PA	NE	1	1	1	2	0	0	0	1	0	0	0	0	0	0	1	0	0	2	1	13	49	46
1776	4	39	2	CT	NE	1	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	2	2	31	27	44

									Ca	se 3:16	6-cv-0	0523-	JCS	Doc	ument	156-5	Fil	ed 01/	12/18	Pad	ge 220	of 240)				
1702	11	56	2	NC	c	2	1	1	2	1		0	0	0	0	_	0	_	0	0	0	0	3	1	36	15	
1783	3		2) NE	2	1	1	3	1	1	1	1	0	0	1 0	1	0	0	0	0	0	1	1	29	24	
1784 1785	6	26 57	2	NY WV	NE S	2	1	1	2	0	0	0	1	0	0	0	0	0	0	1	0	0	4	1	29	33	35
1799	4	44	2	PA	NE	2	1	1	2	0	1	0	0	0	0	0	0	0	0	1	0	0	2	1	25	13	33
1817	8	38	1	VA	S	2	1	1	3	0	1	0	1	0	0	1	0	1	0	0	0	0	2	1	12	49	10
1841	6	69	2	SD	MW	2	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	1	3	73	66	10
1842	9	61	2	OH	MW	1	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	2	2	13	36	8
1851	6	70	1	IL	MW	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	7	5	60	30	8
1855	8	67	1	FL	S	2	1	1	3	1	1	0	0	0	0	1	0	0	0	0	1	0	8	2	24	4	
1861	6	49	2	AR	S	2	1	2	2	1	0	0	0	0	0	0	1	0	0	0	0	0	3	3	66	7	
1867	3	29	1	NJ	NE	2	1	1	2	0	1	0	1	0	0	0	0	0	1	1	0	0	2	1	38		
1869	4	37	2	OR	W	2	1	1	2	0	0	0	1	0	0	0	0	0	1	0	0	0	2	5	55		
1874	12	54	1	NV	W	1	1	1	2	1	1	0	0	0	0	1	0	0	0	0	0	0	2	2	36	3	
1883	8	54	1	MN	MW	2	1	1	3	0	0	0	1	0	0	0	0	0	1	0	0	0	3	1	24	39	
1917	8	66	1	NY	NE	1	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	8	3	75	39	
	9	76	1		S	1	1	1	2	1	0	0	0	0	0	0	0	1	0	0	0	0	2	2	43	29	49
1926 1927	13	21	2	GA CA	W	1	1	1	3	0	0	0	1	0	0	0	1	0	0	0	0	0	3	3	43 62	55	49
1935	3	45	2	MN	MW	1	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	1	2	46	30	
1935	5 5	36	1	MI	MW	1	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	3	3	66	30	
1930	5 17	43	1	OH	MW	1	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	1	1	13	26	58
1943	7	29	2	NY	NE	1	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	6	2	4	20	36
	7	45	2	NJ	NE	1	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	3	2	37	5	
1944 1960	5	45 65	1	OH	MW	1	1	1	2	1	0	0	1	0	0	1	0	0	0	0	1	0	1	4	62	5	
1900	5	42	2	ОН	MW	1	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	4	2	25	65	
	8		2				1	2	2	1	0	0	0	0	0	1	0		0	0	0	0	1	2	25 11	15	
2005 2011	4	80 62	1	NV TN	W S	1 2	1	1	2	0	0	0	1	0	0	0	0	0 0	1	0	0	0	1	1	31	27	
2011	6	71	1	WI	MW	2	1	1	2	1	1	0	0	0	0	0	1	0	0	0	0	0	3	1	25	48	
2013	7	68		FL	S	2	1	1	2	1	0	0	1	0	0	0	1	0	0	1	0	0	3 4	2	73	40 55	
2018	, 15	66	1 1	CA	W	2	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	6	1	73 12	9	31
2025	9	76	1	WA	W	2	1	1	2	0	1	0	0	0	0	0	0	1	0	0	0	0	2	3	65	3	31
2023	20	50	2	IL	MW	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	3	1	15	36	26
2057	6	53	2	PA	NE	2	1	1	2	1	0	0	1	0	0	1	0	0	0	0	0	0	1	1	44	22	20
2079	3	31	2	MA	NE	2	1	1	3	1	1	0	0	0	0	1	0	0	0	1	0	0	1	3	68	22	
2073	11	74	2	MN	MW	2	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	1	1	37	13	8
2081	12	53	2	MO	MW	1	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	1	1	36	49	0
2087	4	27	2	NY	NE	2	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	2	3	71	43	
2102	6	53	2	WA	W	2	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	2	2	36	30	
2106	10	50	2	MN	MW	2	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	2	1	14	44	45
2113	3	27	2	UT	W	2	1	1	2	0	0	0	1	0	0	0	1	0	0	0	0	0	2	3	40	59	43
2117	23	60	2	TX	S	1	1	1	2	0	1	0	0	0	0	1	0	n	0	0	0	0	4	2	36	45	
2133	5	46	2	PA	NE	2	1	2	2	0	0	0	1	0	0	0	1	0	0	0	0	0	2	2	25	70	
2143	4	22	2	IL	MW	2	1	1	3	0	0	0	1	0	0	1	0	0	0	0	0	0	2	2	40	73	
2153	6	55	2	FL	S	1	1	1	2	1	0	0	0	0	0	0	0	1	0	0	0	0	3	1	27	31	13
2178	14	30	2	VA	S	1	1	1	2	1	0	0	1	0	0	0	0	0	1	0	0	0	3	2	40	31	13
2181	5	51	2	FL	S	1	1	1	2	0	0	0	1	0	0	0	0	1	0	0	0	0	3	3	40	68	
2202	6	50	2	MO	MW	1	1	1	2	0	0	0	1	0	0	0	0	0	1	0	0	0	4	2	25		
2205	7	35	2	TX	S	1	1	1	2	0	0	0	1	0	0	0	0	0	1	0	0	0	5	2	3	36	42
2213	13	72	2	WA	W	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	1	3	73	75	
2221	6	37	2	CA	W	2	1	2	3	0	0	0	1	0	0	0	0	0	1	0	0	0	2	2	74	. 3	
2225	4	25	2	TX	S	2	1	1	2	1	0	0	0	0	0	0	0	0	0	1	0	0	1	1	27		
2234	4	36	2	ОК	S	2	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	1	2	25	31	12
	-		_		-	-	_	-	•		-	-	-	-	-	-		-	-	-	-	-				- -	

									Cas	se 3:10	6-cv-0	0523-	JCS	Doc	ument	156-5	Fil	ed 01/3	12/18	Pa	ge 221	of 240)				
2239	3	25	2	OK	c	2	1	1	2	0	0	0	1	0	0	0	0	_	1	0	0	0		2	38		
2239	6		2	OK	S W	2	1	2	3	0	0	0	1	0	0	0	0	0 1	0	0	0	0	1 3	2	50 5	16	1 5
2258	5	21 34	2	HI AL	S	2	1	1	3	0	0	0	1	0	0	0	0	0	0	1	0	0	1	2	40	16 65	15
2268	3	30	2	CA	W	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	3	3	40	62	
2272	5	34	2	MO	MW	2	1	1	3	1	0	0	0	0	0	0	0	1	0	0	0	0	4	3	62	13	51
2272	3	36	2	WV	S	2	1	1	2	0	0	0	1	0	0	0	0	0	1	0	0	0	1	3	50	15	31
	3 4	35	2	MN	о МW	2	1	1	2	0	0	0	1	0	0	0	0	0	1	0	0	0	2	2	31	36	
2280							1				0	0	0			0						0				31	26
2281	9	60	2	AZ	W	1	1	2	2	1				0	0		1	0	0	0	0		1	2	25	31	36
2290	3	35	2	AZ	W	2	1	1	3	0	0	0	1	0	0	0	0	1	0	0	0	0	2	2	31		
2320	3	49	2	PA	NE	1	1	1	2	0	0	0	1	0	0	0	0	0	0	1	0	0	2	3	68	12	54
2321	13	61	1	CA	W	1	1	1	2	0	0	0	1	1	0	1	0	0	0	0	0	0	2	2	36	13	51
2331	11	56	1	IL	MW	1	1	1	2	1	1	0	0	0	0	1	1	0	0	0	0	0	4	2	25	64	37
2346	8	68	1	NC	S	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	2	4	64	4.0	
2359	5	68	1	AR	S	1	1	1	2	0	0	0	1	0	0	0	0	0	1	0	0	0	1	2	31	12	4.0
2365	34	67	1	DE	S	1	1	1	2	1	1	1	1	0	0	1	1	1	0	0	0	0	1	2	37	20	10
2366	7	79	1	CO	W	1	1	1	2	0	0	0	1	0	0	1	0	0	0	0	0	0	4	5	63		
2378	5	24	2	NC	S	1	1	1	2	0	1	0	0	0	0	0	0	1	0	0	0	0	2	3	69		
2381	10	71	1	MD	S	2	1	1	3	0	1	0	0	0	0	0	0	1	0	0	0	0	6	5	63		_
2388	4	43	2	IL	MW	1	1	1	2	0	1	0	0	0	0	0	1	0	0	0	0	0	2	2	12	31	5
2390	8	56	2	ОН	MW	1	1	1	3	0	0	0	1	0	0	0	0	1	0	0	0	0	2	1	30	36	
2391	6	30	2	GA	S	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	3	3	64		
2402	5	70	2	NC	S	1	1	2	2	0	0	0	1	0	0	1	0	0	0	0	0	0	4	2	39	28	73
2416	7	56	2	PA	NE	1	1	1	2	0	0	0	1	0	0	0	0	1	0	0	0	0	2	2	5	16	7
2417	7	44	2	IN	MW	1	1	1	3	0	1	0	0	0	0	0	0	1	0	0	0	0	4	3	61	70	36
2433	26	38	2	KY	S	1	1	1	3	0	0	1	1	0	0	1	1	1	0	1	0	0	1	2	5	41	26
2444	11	34	2	NC	S	1	1	2	3	1	0	0	0	0	0	0	0	0	1	0	0	0	4	5	5	46	
2447	5	38	2	LA	S	1	1	1	3	0	0	0	1	0	0	0	0	0	1	0	0	0	2	1	13	37	28
2462	6	59	1	FL	S	2	1	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0	3	2	13		
2463	6	42	1	CA	W	2	1	1	2	1	1	0	0	0	0	0	1	0	0	0	0	0	1	1	30	34	
2464	15	62	1	TX	S	2	1	1	2	1	1	0	1	0	0	1	1	0	0	0	0	0	3	3	55		
2466	4	31	1	NC	S	1	1	1	2	1	1	0	0	0	0	1	1	0	0	0	0	0	3	1	25		
2468	14	31	1	WA	W	1	1	1	3	1	1	0	1	0	0	0	1	0	1	0	0	0	1	1	40		
2469	11	54	1	FL	S	1	1	1	3	1	1	0	0	0	0	1	0	0	0	0	0	0	3	2	69		
2471	5	58	1	NY	NE	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	4	3	59	56	
2473	4	59	1	IN	MW	1	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	5	3	59		
2502	8	48	1	NY	NE	2	1	1	3	0	0	0	1	0	0	0	0	0	0	1	0	0	5	2	59	62	
2508	8	50	1	MD	S	2	1	1	3	0	0	0	1	0	0	0	0	0	1	0	0	0	1	1	36	31	
2513	12	47	2	NY	NE	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	3	3	12	9	
2522	6	25	2	VA	S	2	1	2	2	1	0	0	0	0	0	0	1	0	0	0	0	0	2	3	40	59	
2526	4	26	2	TX	S	2	1	2	2	1	0	0	0	0	0	0	1	0	0	0	0	0	1	2	3		
2530	5	58	2	NC	S	2	1	1	2	0	1	0	0	0	0	0	0	0	1	0	0	0	2	4	62	45	
2536	48	56	2	NC	S	2	1	1	2	1	1	0	0	0	0	1	0	0	0	0	0	0	3	3	65		
2543	10	69	2	NC	S	2	1	1	2	1	0	0	0	0	0	0	0	0	1	0	0	0	2	2	36	7	
2547	4	61	1	CA	W	2	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	5	3	69		
2568	6	63	1	CA	W	1	1	1	3	0	1	0	0	0	0	0	0	0	0	1	0	0	2	3	71		
2580	4	60	1	FL	S	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	1	1	25	12	48
2584	6	64	1	ОК	S	2	1	1	2	1	1	0	0	0	0	1	0	1	0	0	0	0	3	1	8	13	36
2607	9	52	1	NY	NE	1	1	1	3	1	1	0	0	0	0	1	0	1	0	0	0	0	1	2	36	72	34
2608	6	24	2	MD	S	2	1	1	2	1	1	0	0	0	0	0	1	0	0	0	0	0	2	2	37	4	
2616	6	50	2	FL	S	2	1	1	2	1	1	0	0	0	0	1	0	0	0	0	0	0	2	5	60		
2634	7	33	1	FL	S	1	1	1	2	1	1	0	0	0	0	0	1	0	0	0	1	0	2	3	37	68	

									Ca	se 3:1	6-cv-0	0523-	JCS	Doci	ument	156-5	File	ed 01/	12/18	Pa	ge 222	of 240)				
2635	5	56	1	TX	S	1	1	1	3	0	1	0	0	0	0	1	0	0	0	0	0	0	2	5	61	64	
2640	22	52	2	GA	S	1	1	1	2	0	0	0	1	0	0	0	0	1	0	0	0	0	3	2	38	37	29
2645	5	27	2	FL	S	2	1	1	3	0	1	0	1	0	0	1	0	0	0	0	0	0	2	3	68	71	48
2650	6	36	2	GA	S	1	1	2	3	1	0	0	0	0	0	0	0	0	1	0	0	0	2	2	36		
2664	8	41	2	FL	S	1	1	1	2	1	1	0	0	0	0	0	0	1	1	0	0	0	2	1	36	26	47
2675	5	66	1	TX	S	2	1	1	3	1	0	0	0	0	0	0	1	0	0	0	0	0	1	3	75		
2678	7	58	1	FL	S	2	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	3	3	66	75	
2681	4	71	1	FL	S	2	1	1	3	0	1	0	0	1	0	1	0	0	0	0	1	0	3	3	73		
2688	4	30	1	TX	S	2	1	1	2	1	0	0	0	0	0	1	0	0	0	0	0	0	5	1	30	36	
2690	7	68	1	ОН	MW	2	1	1	2	1	0	0	0	0	0	0	1	0	1	0	0	0	3	1	25		
2700	5	47	1	OK	S	2	1	1	2	0	1	0	1	0	0	1	0	0	0	1	0	0	1	1	36		
2703	6	48	1	PA	NE	2	1	1	3	1	0	0	0	0	0	1	0	0	0	0	0	0	1	2	30		
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2722	6	34	1	IL	MW	1	1	1	3	1	1	0	1	0	0	0	1	1	1	0	0	0	2	2	40		
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2763	7	60	1	MO	MW	1	1	1	3	1	0	0	0	0	0	0	0	1	0	0	0	0	8	4	62		
2768	8	75	1	NY	NE	1	1	1	2	0	1	0	0	0	0	0	0	0	1	0	0	0	1	4	55		
2770	8	46	1	MN	MW	2	1	1	2	0	0	0	1	0	0	0	0	0	0	1	0	0	2	2	12	9	
2776	44	32	2	ОН	MW	1	1	1	2	1	1	0	0	0	0	1	0	1	0	0	0	0	1	2	20	13	39
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2798	6	21	2	IN	MW	1	1	2	2	0	0	0	1	0	0	1	0	0	0	0	0	0	8	3	75		

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